

# 10 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			JUL. 4-10, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
								PERS	WOMEN		18-49		(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	18-	18-	25-	35-	18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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JUL. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			JUL. 4-10, 1988			
DAY	TIME	#STNS	DUR	NET	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN									
											PERS	WOMEN	LOH 18-49 W/CH	18- 49	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11						
EVENING CONT'D																																				
AMERICA'S MOST WANTED-CONT'D																																				
SUN	8.00P	30	FOX	2	B	5.9	13	527	1692	331	278	103	703	293	494	404	306	175	651	319	519	423	286	98	143	74 <sup>A</sup>	195	125								
	128	85	OP	14	C	6.2	12	552	1757	356	307	109	719	326	529	433	313	153	662	317	524	449	301	99	182	90	193	108								
BILL COSBY SHOW(R)																																				
THU	8.00P	30	NBC	2	A	15.9	33	1409	1583	277	226	77	717	289	466	381	290	213	417	194	290	246	167	96	205	115	243	160								
	213	99	CS	42	B	16.3	33	1440	1592	290	242	86	726	290	465	403	294	219	419	198	274	228	159	114	192	114	255	169								
					C	25.3	42	2243	1772	328	268	89	827	297	491	434	345	287	481	186	296	266	208	151	178	99	286	184								
BLUE SKIES																																				
MON	8.00P	60	CBS	2	A	6.6	16	585	1578	356	238	61 <sup>A</sup>	863	201	366	391	393	429	552	134	253	223	263	258	49 <sup>A</sup>	37 <sup>A</sup>	114	67 <sup>A</sup>								
	183	91	GD	4	B	8.9	19	784	1532	328	249	76	881	227	428	418	401	404	459	147	238	199	203	190	84	61	108	68								
	8.00 - 8.30				C	9.4	19	828	1537	311	238	70	889	229	426	415	400	402	449	118	210	194	209	208	82	55	117	64								
	8.30 - 9.00				A	6.2	15	549	1597	339	222	58 <sup>A</sup>	875	198	356	387	396	443	554	138	254	230	255	257	56 <sup>A</sup>	44 <sup>A</sup>	112 <sup>A</sup>	67 <sup>A</sup>								
					A	7.0	16	620	1562	372	252	65 <sup>A</sup>	852	204	374	394	390	417	551	130	252	216	271	259	42 <sup>A</sup>	30 <sup>A</sup>	116	67 <sup>A</sup>								
CAGNEY & LACEY(R)																																				
THU	10.00P	60	CBS	2	A	7.4	14	656	1452	295	215	71 <sup>A</sup>	838	223	408	384	389	360	472	132	226	247	201	203	48 <sup>A</sup>	31 <sup>A</sup>	94 <sup>A</sup>	49 <sup>A</sup>								
	207	99	OP	2	B	7.8	15	687	1493	293	223	65 <sup>A</sup>	818	226	417	400	377	337	493	152	255	253	211	194	72	35 <sup>A</sup>	110	63 <sup>A</sup>								
	10.00 - 10.30				C	7.8	15	687	1493	293	223	65 <sup>A</sup>	818	226	417	400	377	337	493	152	255	253	211	194	72	35 <sup>A</sup>	110	63 <sup>A</sup>								
	10.30 - 11.00				A	7.0	13	620	1495	303	225	74 <sup>A</sup>	867	229	418	392	399	383	469	129	222	243	201	202	48 <sup>A</sup>	27 <sup>A</sup>	111	56 <sup>A</sup>								
					A	7.7	15	682	1431	292	209	70 <sup>A</sup>	823	220	405	383	386	344	482	135	233	255	203	206	48 <sup>A</sup>	35 <sup>A</sup>	79 <sup>A</sup>	44 <sup>A</sup>								
CBS FRIDAY MOVIE(R)																																				
FRI	8.00P	180	CBS	2	A	8.4	18	744	1517	297	216	63 <sup>A</sup>	847	172	369	383	436	404	513	122	237	243	256	237	39 <sup>A</sup>	14 <sup>v</sup>	119	72 <sup>A</sup>								
	212	99	FF	5	B	7.9	17	702	1472	290	210	53 <sup>A</sup>	844	176	364	379	423	411	478	104	217	229	243	224	38 <sup>A</sup>	17 <sup>A</sup>	112	72								
					C	9.2	19	812	1577	276	210	64	796	214	397	394	386	334	501	152	266	258	239	196	100	50	180	124								
KANE & ABEL, PT 1																																				
	8.00 - 8.30				A	7.8	18	691	1474	270	193	61 <sup>A</sup>	860	163	340	359	428	437	469	109	198	189	214	244	27 <sup>A</sup>	15 <sup>v</sup>	118	67 <sup>A</sup>								
	8.30 - 9.00				A	7.8	17	691	1513	315	231	56 <sup>A</sup>	866	174	363	379	438	424	481	110	208	193	233	244	28 <sup>A</sup>	11 <sup>v</sup>	138	81 <sup>A</sup>								
	9.00 - 9.30				A	8.4	18	744	1477	303	226	66 <sup>A</sup>	842	167	374	389	441	398	484	120	225	229	238	223	32 <sup>A</sup>	14 <sup>v</sup>	119	72 <sup>A</sup>								
	9.30 - 10.00				A	8.6	17	762	1513	294	213	66 <sup>A</sup>	837	168	367	387	438	397	527	126	242	265	268	236	32 <sup>A</sup>	16 <sup>v</sup>	117	73 <sup>A</sup>								
	10.00 - 10.30				A	8.9	18	789	1555	304	221	64 <sup>A</sup>	843	185	384	394	435	387	540	129	258	272	276	237	55 <sup>A</sup>	13 <sup>v</sup>	116	73 <sup>A</sup>								
	10.30 - 11.00				A	8.9	18	789	1561	297	211	62 <sup>A</sup>	835	177	381	389	434	388	565	134	283	299	295	236	54 <sup>A</sup>	13 <sup>v</sup>	106	68 <sup>A</sup>								
CBS SPECIAL MOVIE(S,R)																																				
SAT	9.00P	120	CBS	2	A	6.5	14	576	1524	313	217	90 <sup>A</sup>	860	179	375	374	423	424	508	114	230	256	264	230	43 <sup>A</sup>	20 <sup>v</sup>	113	65 <sup>A</sup>								
	212	99	FF	5																																
KANE & ABEL, PT 2																																				
	9.00 - 9.30				A	5.5	12	487	1559	300	186	96 <sup>A</sup>	877	187	351	348	406	463	540	109 <sup>A</sup>	232	254	278	257	45 <sup>A</sup>	22 <sup>v</sup>	97 <sup>A</sup>	55 <sup>A</sup>								
	9.30 - 10.00				A	6.2	13	549	1521	309	208	86 <sup>A</sup>	874	194	380	375	423	429	507	109 <sup>A</sup>	225	251	262	233	38 <sup>A</sup>	16 <sup>v</sup>	102 <sup>A</sup>	64 <sup>A</sup>								
	10.00 - 10.30				A	7.0	14	620	1509	327	241	90 <sup>A</sup>	858	177	388	393	429	408	493	126	240	259	255	211	45 <sup>A</sup>	19 <sup>v</sup>	113	64 <sup>A</sup>								
	10.30 - 11.00				A	7.2	15	638	1537	317	228	90 <sup>A</sup>	850	166	380	379	435	412	505	112	227	264	268	229	45 <sup>A</sup>	23 <sup>v</sup>	136	75 <sup>A</sup>								
CBS SUMMER PLAYHOUSE																																				
TUE	8.00P	60	CBS	2	A	6.3	12	558	1405	284	232	62 <sup>A</sup>	740	246	371	331	275	334	483	155	238	265	204	197	44 <sup>A</sup>	27 <sup>v</sup>	137	74 <sup>A</sup>								
	200	92	FV	3	B	6.0	11	532	1451	276	213	78 <sup>A</sup>	769	246	387	345	294	339	445	139	232	226	202	179	74 <sup>A</sup>	45 <sup>A</sup>	163	88								
					C	6.5	12	579	1472	272	201	69	762	218	359	337	317	353	472	142	248	241	220	185	75	45 <sup>A</sup>	164	87								
CONT'D																																				

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DAY	TIME	DUR	NET	OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN									
								PERS	WOMEN		18-49	LOH 18- W/CH	18- 49	18- 49	25- 34	35- 44	55+	18- 49	18- 49	25- 34	35- 44	55+	12- 17	12- 17	2- 6	6- 11							
EVENING CONT'D										A	8.3	17	735	1570	253	174	82^	662	196	359	351	320	237	675	201	406	387	354	217	102	36^	132	81^
DRUGS: A PLAGUE(S,R)										A	8.1	17	718	1562	254	174	87^	649	189	345	343	317	237	675	207	401	385	352	215	90	30^	148	94
SAT 10.00P 60 ABC										A	8.6	18	762	1560	249	172	77^	666	199	368	354	319	235	668	193	407	384	351	215	111	42^	115	68^
205 98 DN																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
DUET										A	3.3	6	292	1552	280	240	95^	613	291	479	414	296	83^	484	233	422	339	235	44^	266	165^	188^	106^
SUN 10.00P 30 FOX										B	3.3	6	292	1552	280	240	95^	613	291	479	414	296	83^	484	233	422	339	235	44^	266	165^	188^	106^
123 82 CS										C	3.3	6	292	1552	280	240	95^	613	291	479	414	296	83^	484	233	422	339	235	44^	266	165^	188^	106^
EQUALIZER(R)										A	8.1	15	718	1572	291	212	85^	777	203	399	379	365	316	562	158	305	289	262	209	99	51^	134	93
WED 9.00P 60 CBS										B	9.4	17	833	1600	293	217	74	802	204	405	390	379	338	563	171	304	279	244	216	106	50^	129	85
210 99 PD										C	10.1	19	892	1569	300	225	69	789	199	408	399	387	324	572	162	298	293	265	224	91	44	116	73
9.00 - 9.30										A	7.6	14	673	1548	275	194	85^	785	195	383	367	364	344	548	136	287	272	258	219	87^	52^	128	88^
9.30 - 10.00										A	8.6	15	762	1592	306	228	84	769	211	414	389	366	291	575	177	321	304	265	201	109	51^	138	98
FACTS OF LIFE(R)										A	10.9	26	966	1533	287	234	92	833	299	480	365	312	317	384	121	212	164	167	146	141	90	175	118
SAT 8.00P 30 NBC										B	10.3	25	913	1528	297	234	71	824	271	446	360	311	347	388	128	214	171	160	152	142	98	173	121
208 99 CS										C	13.3	25	1183	1686	299	235	76	823	263	435	377	317	345	438	154	251	225	187	156	172	111	254	170
FAMILY DOUBLE-DARE										A	1.8	4	159	2014	192^	174^	112^	577	260^	428	349^	227^	132^	522	255^	423	322^	234^	95^	149^	87^	767	586
SAT 8.00P 30 FOX										B	2.0	5	177	1690	198^	175^	90^	507	282	379	308	163^	105^	475	272	382	293	168^	80^	172^	90^	536	378
115 82 QG										C	2.9	6	255	1716	203	173	94^	513	248	377	322	208	107^	458	224	356	306	199	76^	214	105^	531	384
FAMILY DOUBLE DARE(S)										A	1.8	4	159	1845	232^	232^	60^	543	214^	377^	287^	229^	149^	512	257^	422	310^	214^	88^	93^	19^	697	531
SAT 8.30P 30 FOX																																	
114 82 QG																																	
FAMILY TIES(R)										A	9.8	20	868	1600	298	245	90	719	320	479	369	268	199	468	230	346	277	187	104	168	111	245	151
SUN 8.00P 30 NBC										B	8.5	19	753	1630	295	248	87	714	311	483	369	274	200	458	217	328	266	192	107	188	114	271	179
206 99 CS										C	16.0	26	1420	1852	362	312	98	782	357	549	459	312	190	565	275	420	357	236	107	211	120	294	197
48 HOURS										A	6.7	14	594	1642	319	252	78^	871	261	480	442	384	338	528	131	257	291	284	199	93^	56^	151	96^
THU 8.00P 60 CBS										B	8.7	17	771	1619	286	213	68	799	211	406	394	366	335	597	174	312	315	284	232	93	49^	130	73
207 99 DN										C	9.1	16	804	1542	263	186	61	765	172	344	360	369	356	605	151	302	311	303	252	70	28^	102	56
WEDDINGS IN AMERICA										A	6.3	13	558	1620	310	242	77^	854	254	465	430	372	338	523	126	246	276	276	208	90^	55^	153	108^
8.00 - 8.30										A	7.2	14	638	1639	323	257	78^	873	263	486	447	389	333	525	134	263	300	287	188	95^	56^	146	84^
8.30 - 9.00																																	
FULL HOUSE(R)										A	11.4	25	1010	1597	270	224	88	771	268	469	397	316	262	377	164	245	203	150	97	143	90	305	205
FRI 8.30P 30 ABC										B	10.4	22	917	1615	258	210	80	765	252	447	374	314	282	400	161	247	207	160	117	150	94	299	206
210 97 CS										C	10.7	21	950	1662	274	216	94	765	267	436	395	305	286	410	164	257	236	174	122	162	103	325	212
GARRY SHANDLING SHOW(R)										A	4.6	9	408	1626	238	207	117^	638	344	462	342	214	151^	555	333	466	324	188	71^	183	105^	249	166
SUN 9.00P 30 FOX										B	3.8	8	337	1622	297	262	109^	646	333	452	359	227	160	561	346	471	325	183	75^	182	84^	232	165
125 85 CS										C	4.3	7	378	1665	280	250	91	627	330	467	364	220	135	592	340	488	362	218	78	200	100	245	173

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DAY	TIME	DUR	NET	NO. OF	K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN	LOH 18-49	W O M E N					M E N					T E E N S		C H I L D R E N					
#STNS	CVG%	TYPE	T/C						(2+)	18+	49	<3	TOTAL	18-	18-	25-	35-		18-	18-	25-	35-	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-			
EVENING CONT'D																													
GOLDEN GIRLS(R)					A	16.0	34	1418	1567	302	229	70	837	266	431	368	339	358	419	120	193	169	174	198	125	78	186	134	
SAT 9.00P 206 99 NBC CS 42					B	15.6	34	1378	1568	287	209	70	848	239	405	364	348	393	426	116	202	181	189	197	119	71	176	126	
					C	20.6	37	1824	1695	310	226	69	882	239	415	391	373	410	467	139	238	225	208	198	135	85	211	145	
GROWING PAINS(R)					A	12.6	25	1116	1613	261	228	94	724	362	498	371	232	187	438	254	316	225	143	85	155	95	296	199	
WED 8.00P 215 99 ABC CS 18					B	12.7	25	1125	1598	276	242	92	702	353	491	376	235	172	433	251	319	234	141	79	181	114	283	196	
					C	15.2	27	1344	1661	301	256	100	714	333	493	404	267	183	439	224	321	268	169	89	217	124	290	191	
					A	12.1	25	1072	1578	264	228	90	743	353	490	361	243	211	431	236	295	211	146	99	143	90	261	175	
HIGH MOUNTAIN RANGERS(R)					A	13.2	26	1170	1633	256	227	98	701	367	501	377	221	164	442	269	332	236	138	72	164	99	327	220	
SAT 8.00P 208 99 CBS A 23					A	6.3	15	558	1663	300	192	55A	826	187	358	330	389	419	599	165	300	266	270	272	67A	35A	171	90A	
					B	6.4	15	563	1653	264	181	66A	830	186	365	339	384	413	592	154	281	284	282	259	52A	29A	180	97	
					C	9.4	18	829	1790	285	204	57	808	178	381	384	407	368	681	183	350	348	341	277	106	46	195	121	
					A	6.1	14	540	1645	292	184	50A	820	185	356	340	392	413	594	151	288	265	264	275	68A	30A	163	84A	
HOGAN FAMILY(R)					A	6.4	15	567	1707	312	202	60A	846	191	366	326	392	432	613	181	317	272	280	274	67A	40A	181	97A	
MON 8.30P 194 96 NBC CS 5					A	8.3	20	735	1708	297	262	89	754	344	539	412	289	179	513	255	404	347	220	64A	218	125	223	143	
					B	11.1	23	979	1656	300	258	102	709	335	506	403	269	171	461	240	368	299	179	69	195	118	291	183	
					C	12.4	25	1102	1674	301	260	102	703	329	501	397	269	169	442	235	344	274	162	74	198	113	331	222	
HOOPERMAN(R)					A	11.1	21	983	1596	287	248	124	752	344	510	419	270	210	463	242	326	267	171	97	140	75	241	154	
WED 9.00P 213 99 ABC OP 34					B	11.2	21	988	1577	296	256	112	736	325	504	423	293	194	471	225	326	277	193	104	155	89	215	142	
					C	14.1	23	1253	1639	314	258	101	750	301	483	439	327	218	524	220	357	322	240	132	160	84	205	132	
HOTOUSE					A	5.6	11	496	1491	315	210	72A	803	180	361	404	457	350	497	122A	229	257	255	222	82A	37A	109A	70A	
THU 10.00P 203 98 ABC GD 2					B	6.1	11	543	1500	297	205	72A	843	216	386	412	442	371	496	153	250	250	223	215	64A	34A	97	58A	
					C	6.1	11	543	1500	297	205	72A	843	216	386	412	442	371	496	153	250	250	223	215	64A	34A	97	58A	
					A	6.1	11	540	1499	319	200	80A	821	189	366	420	465	354	498	132	236	258	242	220	71A	35A	109A	70A	
					A	5.1	10	452	1480	310	221	62A	781	170	355	385	448	345	496	111A	220	255	270	224	95A	39A	108A	70A	
HUNTER(R)					A	14.1	29	1249	1538	311	239	77	783	236	421	384	358	317	493	129	260	261	251	199	118	69	144	104	
SAT 10.00P 204 99 NBC OP 18					B	13.4	29	1187	1605	289	220	76	788	229	409	382	358	333	540	147	283	284	273	211	123	62	154	108	
					C	14.3	29	1269	1655	295	221	69	802	225	427	399	385	323	541	154	286	277	276	214	143	82	169	117	
					A	13.7	28	1214	1525	316	246	75	786	241	428	383	359	317	467	115	239	238	238	198	121	72	151	108	
					A	14.4	30	1276	1562	309	234	79	785	233	417	387	360	319	521	142	282	284	265	201	116	67	140	100	
I MARRIED DORA(R)					A	10.8	22	957	1549	292	225	111	815	285	438	363	314	343	377	150	233	205	163	117	112	72	245	155	
FRI 9.30P 201 94 ABC CS 7					B	10.1	20	890	1578	279	218	101	793	274	429	361	309	325	399	146	241	214	176	134	121	79	264	178	
					C	9.1	18	804	1569	270	206	97	768	253	412	362	306	316	425	163	254	230	178	141	123	85	253	164	
JAKE AND THE FATMAN(R)					A	8.8	17	780	1553	287	195	73A	841	153	356	379	403	414	524	106	235	227	247	248	64A	34A	125	87	
WED 8.00P 209 99 CBS OP 5					B	9.1	18	802	1510	287	199	64	843	142	348	369	409	429	515	108	225	213	236	252	63	31A	89	63	
					C	9.6	19	852	1511	277	199	56	828	151	354	368	406	410	521	106	221	229	254	258	66	33A	96	65	
					A	8.5	17	753	1556	296	198	74A	847	152	352	369	406	428	524	104	226	222	237	258	63A	31A	122	81A	
					A	9.0	17	797	1568	281	194	74A	844	156	364	392	404	406	530	109	247	235	258	241	65A	36A	129	93	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	JUL. 4-10, 1988			
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				LOH					W O M E N					M E N					T E E N S		CHILDREN				
									PERS		WOMEN	18-49	18- W/CH	18- 49	18- 49	25- 34	35- 44	45- 54	55+	TOTAL	18- 34	18- 49	25- 34	35- 44	45- 54	55+	TOTAL	12- 17	12- 17	2- 6	6- 11			
EVENING CONT'D																																		
J.J. STARBUCK SPCL(S,R)										A	11.2	20	992	1599	251	177	104	801	173	372	355	414	376	566	141	293	295	285	233	93	46A	139	90	
TUE 9.00P 60 NBC										A	11.1	20	983	1592	248	174	104	802	175	368	359	410	376	548	136	288	290	274	220	91	41A	151	95	
196 98 GD										A	11.3	20	1001	1607	253	180	103	801	172	375	352	418	375	584	145	297	300	296	246	94	50A	127	84	
9.00 - 9.30										A	15.8	30	1400	1472	354	288	66	746	277	486	425	349	221	513	208	335	311	229	146	107	50	107	76	
9.30 - 10.00										B	15.6	29	1382	1507	342	276	75	743	291	487	429	335	212	525	216	354	321	239	141	117	56	122	79	
L.A. LAW(R)										C	17.6	30	1558	1555	335	271	100	780	295	506	470	361	224	582	230	388	361	272	158	101	56	92	51	
THU 10.00P 60 NBC										A	15.4	29	1364	1488	364	297	78	763	295	500	433	351	222	504	202	329	310	226	143	110	56	112	82	
212 99 GD 35										A	16.1	31	1426	1466	346	281	55	735	262	475	421	349	221	524	215	342	314	234	150	105	45	103	71	
10.00 - 10.30										A	7.2	14	638	1759	300	264	63A	651	259	440	385	295	180	654	238	453	423	336	162	105	42A	349	230	
10.30 - 11.00										B	6.1	13	536	1760	273	231	72A	664	243	412	373	291	216	640	218	425	404	334	169	126	55A	330	216	
MAGGYVER(R)										C	7.1	14	629	1756	271	225	74	685	239	429	379	319	218	663	243	451	419	340	162	137	54	271	172	
SUN 8.00P 60 ABC										A	6.4	13	567	1739	300	261	58A	631	241	414	368	293	184	644	213	428	410	349	172	95A	32A	369	243	
215 98 A 6										A	8.0	15	709	1774	300	265	67A	667	274	461	398	297	177	661	258	473	433	326	154	113	50A	333	221	
8.00 - 8.30										A	8.7	19	771	1577	335	238	72A	796	218	400	398	380	334	596	180	328	321	282	219	79A	43A	106	57A	
8.30 - 9.00																																		
MAGNUM, P.I.(R)																																		
ION 10.00P 60 CBS										B	9.4	18	833	1576	334	244	74	818	268	452	435	367	312	565	210	344	319	248	184	84	42A	189	60	
201 96 PD 2										C	9.4	18	833	1576	334	244	74	818	268	452	435	367	312	565	210	344	319	248	184	84	42A	189	60	
10.00 - 10.30										A	8.5	19	753	1616	339	242	87	797	233	408	401	376	325	605	189	335	325	284	222	82A	44A	133	67A	
10.30 - 11.00										A	8.9	20	789	1539	331	234	58A	794	204	392	396	384	342	587	172	322	318	279	216	77A	42A	81	48A	
MARRIED...WITH CHILDREN(R)										A	6.1	12	540	1797	294	261	125	696	400	536	392	231	127	658	391	548	413	241	72A	187	108A	257	137	
SUN 8.30P 30 FOX										B	5.3	11	470	1732	324	287	102	697	365	526	405	252	140	650	373	538	422	251	69A	171	84A	214	119	
124 87 CS 38										C	4.9	8	436	1867	328	292	107	688	369	534	419	254	123	684	396	574	452	258	77	218	99	277	180	
MATLOCK(R)										A	12.5	24	1108	1545	231	153	80	831	170	336	328	387	438	504	109	226	235	231	236	77	36A	133	81	
TUE 8.00P 60 NBC										B	12.5	24	1103	1552	256	177	75	851	164	346	358	400	440	496	99	208	211	228	255	77	42	128	79	
203 99 GD 38										C	16.2	26	1439	1617	258	170	49	884	132	321	352	437	493	578	97	220	231	287	314	67	34	89	53	
8.00 - 8.30										A	11.9	23	1054	1533	234	159	73	827	173	338	323	383	434	503	110	228	236	226	235	75	34A	129	84	
8.30 - 9.00										A	13.1	24	1161	1557	228	148	86	835	168	334	332	391	441	505	107	225	235	235	237	79	38A	138	78	
MR. BELVEDERE(R)										A	10.8	23	957	1631	281	222	104	796	267	444	364	324	318	395	155	237	202	173	121	140	89	300	202	
FRI 9.00P 30 ABC										B	10.3	22	913	1623	269	217	93	777	264	430	357	311	312	413	150	239	212	184	139	139	82	294	203	
202 96 CS 17										C	10.6	19	939	1671	271	213	94	748	250	423	377	315	289	422	161	257	238	189	133	170	104	331	222	
MOONLIGHTING(R)										A	9.9	18	877	1664	289	247	130	709	382	538	418	241	133	459	282	370	267	146	68A	194	125	302	173	
TUE 9.00P 60 ABC										B	10.3	18	908	1623	298	259	125	704	383	541	418	238	130	463	274	368	281	150	71	185	121	270	161	
214 99 PD 32										C	15.9	25	1411	1650	364	323	126	764	406	590	490	278	140	478	270	389	324	175	65	202	115	207	132	
9.00 - 9.30										A	10.1	18	895	1660	298	254	129	714	377	529	408	244	144	453	281	360	254	140	70A	180	119	313	173	
9.30 - 10.00										A	9.8	17	868	1651	276	237	130	697	383	541	423	235	121	461	280	376	278	151	65A	206	130	288	171	
MOVIE OF THE WEEK-WED(S,R)										A	12.2	23	1081	1492	268	179	53A	768	151	360	380	452	326	559	138	294	291	308	220	72	33A	93	58A	
CONT'D																																		

JUL. 4-10, 1988

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															JUL.4-10, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	JUL.4-10, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

JUL. 4-10, 1988

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

30 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.4-10,1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# 32 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN					WOMEN					MEN					MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									18-49		25-54	15-24	TOTAL	18-34	18-49	21-49	21-54	25-54	15-24	TOTAL	18-34	18-49	21-49			21-54	25-54																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



# PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.4-10,1988

PROGRAM NAME						KEY		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	OF				AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING 18+ 49 54	WOMEN 15- 24	WOMEN 18- 34	WOMEN 18- 49	WOMEN 21- 49	WOMEN 21- 54	WOMEN 25- 54	MEN 15- 24	MEN 18- 34	MEN 18- 49	MEN 21- 49	MEN 21- 54	MEN 25- 54	TEENS MALE 12- 17	TEENS FEM. 12- 17				
LATE FRINGE CONT'D																														
CBS NEWS NIGHTWATCH-3						A		0.7	12	64	1151	227^	125^	133^	53^	575	172^	309^	288^	305^	279^	77^	414^	175^	254^	219^	263^	237^	23^	65^
M-THSU 3.00A 180						B		0.8	13	66	1209	283^	178^	187^	63^	640	206^	364^	345^	367^	337^	79^	400^	159^	249^	227^	270^	230^	38^	64^
76 73 N 208						C		0.8	15	74	1121	288^	173^	193^	56^	678	178^	319^	300^	367^	338^	52^	363	138^	220^	212^	254^	218^	14^	16^
3.00 - 3.30						A		0.9	12	76	1220	233^	141^	145^	91^	604	225^	350^	312^	326^	297^	136^	442	209^	324^	292^	319^	261^	64^	52^
3.30 - 4.00						A		0.8	13	73	1184	218^	131^	141^	59^	600	181^	323^	296^	314^	290^	90^	421^	204^	288^	257^	299^	262^	37^	57^
4.00 - 4.30						A		0.8	14	67	1100	226^	116^	116^	40^	572	174^	283^	272^	280^	251^	53^	386^	173^	241^	211^	259^	243^	9^	62^
4.30 - 5.00						A		0.7	13	62	1106	232^	121^	118^	43^	552	160^	297^	284^	293^	262^	51^	412^	168^	226^	183^	236^	229^	<<	69^
5.00 - 5.30						A		0.7	13	58	1136	216^	117^	132^	37^	545^	148^	311^	299^	324^	300^	48^	419^	139^	211^	173^	222^	216^	<<	74^
5.30 - 6.00						A		0.5	11	48	1096	230^	115^	143^	30^	537^	105^	259^	243^	274^	259^	66^	379^	130^	190^	153^	196^	179^	12^	83^
CBS SUNDAY NEWS						A		3.0	6	266	1468	220^	123^	149^	46^	721	92^	273	259	327	305	85^	605	124^	290	280	309	265	65^	21^
SUN 11.00P 15						B		3.3	7	288	1502	238	155^	167	52^	724	107^	273	259	330	310	86^	613	116^	270	260	317	284	77^	24^
119 62 N 42						C		3.2	7	285	1474	284	201	207	54^	804	162	374	360	406	374	57^	573	135	289	275	321	294	29^	16^
DAVID LETTERMAN I						A		4.2	19	376	1334	232	204	188	118	583	265	415	359	386	355	183	482	277	375	331	350	281	129	56^
MON-THU 12.30A 30						B		4.0	19	352	1336	236	207	194	115	581	258	421	370	397	361	196	494	291	391	340	361	286	123	59^
205 99 NBC 9						C		3.9	19	346	1373	275	233	207	119	654	278	446	404	439	382	165	575	324	450	399	428	345	52^	39^
FRI 12.36A 30																														
12.30 1.00						A		4.3	19	377	1332	233	205	189	117	580	262	413	356	384	353	183	481	276	374	331	349	270	130	58
1.00 - 1.30						A		4.0	18	354	1334	203	180	158^	144^	636	313	456	395	422	380	174^	471	289	366	327	358	308	101^	77
DAVID LETTERMAN II						A		3.5	20	312	1361	214	200	172	133	576	274	433	364	381	350	225	502	308	401	341	356	264	137	58^
MON-THU 1.00A 30						B		3.4	20	299	1347	228	204	185	126	578	269	432	371	394	356	215	506	314	405	347	364	275	125	58^
205 99 NBC 9						C		3.2	20	285	1357	273	236	203	125	635	290	451	406	437	375	181	583	357	472	416	445	350	51^	37^
FRI 1.06A 30																														
1.00 - 1.30						A		3.5	20	312	1366	213	199	171	133	576	274	434	365	380	350	226	505	311	404	344	358	264	138	57^
1.30 - 2.00						A		3.2	17	284	1310	249	235	192^	145^	602	292	451	385	412	370	213^	447	238	352	304	324	259	138^	69^
FRIDAY NIGHT VIDEOS						A		2.1	14	186	1193	219^	209^	194^	108^	539	287^	432	399	416	382	245^	411	262^	368	285^	287^	205^	126^	74^
FRI 1.36A 60						B		2.4	16	208	1234	203^	181^	159^	117^	538	263	396	360	378	329	224	438	290	378	305	315	234	103^	83^
174 96 NBC 41						C		2.6	17	233	1407	263	236	196	167	596	328	466	412	437	356	230	572	403	491	409	432	339	101^	62^
1.30 - 2.00						A		2.4	14	213	1272	232^	219^	190^	146^	546	282^	440	398	415	381	274^	400	255^	346	266^	267^	193^	157^	113^
2.00 - 2.30						A		2.0	15	177	1123	206^	199^	195^	76^	520	283^	418	393	410	377	234^	431	277^	399	309^	311^	219^	99^	44^
2.30 - 3.00						A		1.4	12	124	1156	217^	217^	217^	74^	629	350^	480^	452^	474^	427^	129^	352^	210^	302^	253^	257^	193^	113^	16^
G MICHAELS SPORTS MACHINE						A		1.9	7	168	1437	364^	275^	291^	84^	708	236^	421	421	478	411	147^	615	263^	453	428	449	379	72^	17^
SUN 11.51P 15						B		2.0	7	177	1438	276	210^	212^	74^	608	216^	381	368	408	362	160^	680	305	505	454	494	430	75^	21^
76 53 NBC 43						C		1.9	7	171	1483	270	224	220	93^	607	209	400	381	420	371	197	732	346	532	466	516	418	53^	38^
11.30 - 12.00						A		1.9	7	168	1448	370^	287^	304^	91^	726	243^	435	435	488	413	153^	598	258^	455	426	447	376^	75^	17^
12.00 - 12.30						A		1.9	7	168	1420	354^	257^	273^	72^	681	225^	399	399	462	407	137^	639	272^	451	432	452	385	69^	16^
LATE SHOW-FOX						A		1.1	3	94	1338	249^	221^	187^	131^	567	290^	399	349^	366	304^	153^	504	306^	406	376	410	340^	103^	38^
MON-FRI 11.30P 60						B		1.2	4	104	1345	237^	205^	175^	136^	533	247^	376	342	364	305	156^	500	292	406	370	403	342	111^	87^
CONT'D																														

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS	
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)		WORKING WOMEN				W O M E N					M E N					MALE	FEM.									
											18- 24	25- 34	35- 44	45- 54	15- 24	25- 34	35- 44	45- 54	18- 24	25- 34	35- 44	45- 54	15- 24	25- 34	35- 44	45- 54	12- 17	18- 24							
LATE FRINGE CONT'D										C	1.4	4	127	1430	285	252	221	146^	631	327	477	429	462	396	178^	582	355	481	407	436	365	67^	58^		
LATE SHOW-FOX-CONT'D										A	1.2	4	110	1315	255^	222^	186^	140^	576	289^	400	346	369	301^	151^	504	305^	400	372	406	332	88^	34^		
107 79 GV 204										A	0.9	3	80	1341	235^	215^	184^	115^	542	285^	389^	345^	353^	302^	154^	493	302^	406^	374^	406^	345^	121^	43^		
SATURDAY NIGHT										A	6.9	21	611	1468	282	228	202	145	632	279	424	389	432	360	169	520	227	388	355	385	320	111	77^		
SAT 11.30P 80 NBC 1										B	6.9	21	611	1468	282	228	202	145	632	279	424	389	432	360	169	520	227	388	355	385	320	111	77^		
200 99 GV 32										C	7.9	24	696	1546	300	253	227	149	662	305	475	431	467	405	152	593	304	470	425	460	403	99	86		
11.30 - 12.00										A	8.3	23	735	1499	302	246	220	148	665	283	434	400	448	378	123	512	192	347	318	360	320	106	80^		
12.00 - 12.30										A	6.4	20	567	1476	289	236	204	152	631	281	435	398	437	359	191	520	234	408	372	397	328	117	78^		
12.30 - 1.00										A	5.4	20	478	1423	233	180	162	132^	575	273	394	356	397	331	242	550	302	458	417	431	316	114^	70^		
TONIGHT SHOW										A	5.7	18	503	1385	242	177	185	94	662	191	369	333	384	362	109	492	194	311	283	308	271	94	60^		
MON-THU 11.30P 60 NBC 10										B	5.3	18	466	1399	253	188	192	97	668	203	385	346	394	365	123	506	215	332	300	330	281	86	56^		
202 99 GV 201										C	6.0	20	535	1401	273	212	207	91	729	225	413	383	431	390	99	540	215	349	323	359	308	42^	34^		
FRI 11.36P 60										A	6.0	17	535	1416	236	168	180	93	667	185	369	334	389	367	98	516	191	318	293	318	286	92	61^		
11.30 - 12.00										A	5.3	19	470	1370	251	189	193	95	664	198	374	335	384	362	123	473	200	307	276	299	257	97	60^		
12.00 - 12.30																																			
12.30 - 1.00										A	4.8	18	425	1380	256	195	206	108^	675	229	383	334	384	355	120^	483	202	300	280	311	287	94			

# 38 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING 18-49 WOMEN										W O M E N					M E N					TEENS		CHILDREN			
									18-49					18-49					18-49					18-49					MALE FEM.		MALE FEM. TOTAL			
									W/CH	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	
#STNS	CVG%	TYPE	T/C																															
MON-FRI EARLY MORNING																																		
ABC WORLD NEWS-MORN-615A	6.15A	15	ABC	10	A	1.0	12	85	78v	302^	279^	609	203^	441	406	337^	144^	476	105^	269^	312^	312^	153^	7v	6v	<<	27v	33v						
MON-FRI	133	81	N	205	B	1.1	13	96	56v	277^	252^	570	174^	399	370	333	146^	537	143^	323	341	306	174^	<<	15v	17v	28v	45v						
					C	1.4	14	120	64^	274	226	616	176^	385	386	350	188^	487	139^	303	325	288	138^	16v	21v	13v	17v	15v						
ABC WORLD NEWS-MORN-645A	6.45A	15	ABC	10	A	1.8	17	161	50v	261	213	593	205^	384	373	296	189^	518	104^	280	334	350	149^	4v	<<	9v	18v	26v						
MON-FRI	183	92	N	204	B	1.9	17	168	45^	256	199	588	205	365	356	276	200	531	119^	309	342	333	160^	<<	7v	12v	21v	30v						
					C	2.2	16	198	64^	281	220	618	193	385	397	317	188	484	123^	273	305	294	151	30v	29v	20v	25v	28v						
BEFORE HOURS					A	0.6	9	55	76v	381^	295^	734	266^	455^	444^	323^	190^	422^	167^	237^	250^	188^	134v	33v	<<	<<	20v	<<						
MON-FRI	147	86	N	205	B	0.7	10	63	75v	310^	225^	662	235^	403^	432^	308^	180^	457	176^	256^	236^	200^	163^	21v	<<	<<	<<	<<						
					C	0.7	9	66	66v	304^	250^	609	171^	365^	374^	323^	196^	430	189^	263^	245^	159^	128^	37v	21v	14v	14v	17v						
CBS MORNING NEWS- 6:30AM	6.30A	30	CBS	10	A	0.8	10	74	36v	209^	128^	531	127^	254^	224^	245^	252^	425^	147^	216^	194^	160^	193^	<<	47v	<<	17v	26v						
MON-FRI	135	83	N	210	B	0.8	9	73	33v	229^	148^	504	123^	239^	229^	245^	217^	447	135^	221^	229^	223^	190^	9v	38v	<<	18v	25v						
					C	1.2	11	104	56v	257	149^	588	132^	288	322	350	231^	430	106^	200^	212^	234^	187^	19v	12v	24v	17v	26v						
CBS THIS MORNING-1	7.30A	30	CBS	10	A	2.0	13	174	59^	227	123^	638	101^	251	312	318	308	502	110^	243	238	244	242	22v	15v	22v	25v	32v						
MON-FRI	203	98	N	160	B	1.9	12	172	65^	218	128^	636	113^	268	313	310	300	493	117^	248	239	234	227	17v	16v	21v	21v	30v						
					C	2.1	11	190	49^	192	129^	656	118^	274	291	312	337	454	89^	212	215	219	216	18v	10v	20v	20v	24v						
CBS THIS MORNING-2					A	2.3	11	202	64^	217	142^	703	130^	276	308	342	359	420	69^	184	181	219	213	19v	26v	39v	24v	42^						
MON-FRI 8.30A																																		
MON-FRI	203	98	N	160	B	2.2	10	193	61^	207	138^	707	129^	268	295	342	375	416	78^	196	187	212	198	21v	19v	40^	18v	38v						
					C	2.3	10	205	47^	150	95^	707	124^	242	255	313	419	406	75^	164	166	176	218	10v	10v	24v	15v	10v						
GOOD MORNING, AMERICA-730	7.30A	30	ABC	10	A	3.3	21	291	71^	227	170	639	196	337	322	299	255	449	110^	231	247	231	176	3v	5v	10v	13v	17v						
MON-FRI	214	99	N	204	B	3.4	20	298	67^	244	185	647	187	346	341	323	252	437	99	221	238	222	179	5v	6v	13v	16v	18v						
					C	4.2	20	369	57^	244	184	705	169	375	392	366	280	424	99	198	217	219	187	14v	7v	21^	24^	27^						
GOOD MORNING, AMERICA-830	8.30A	30	ABC	10	A	3.9	19	342	93^	203	150	738	199	359	360	364	315	376	77^	198	205	205	149	7v	10v	34^	27^	37^						
MON-FRI	213	99	N	204	B	3.7	18	330	95	203	158	738	208	371	378	354	309	354	76^	189	191	188	140	8v	12v	30^	26^	32^						
					C	4.3	19	379	73	199	156	758	166	360	381	390	342	365	70	153	172	195	172	9v	8v	23^	25^	24^						
NBC NEWS AT SUNRISE	6.00A	30	NBC	10	A	1.6	20	138	56v	300	225^	643	127^	357	367	399	225^	496	141^	250	287	275	161^	14v	<<	9v	15v	13v						
MON	193	97	N	205	B	1.7	21	148	53^	282	202	645	124^	345	380	407	232	501	128^	238	268	273	185^	11v	4v	11v	8v	9v						
					C	2.0	20	176	59^	302	236	639	139^	367	391	381	216	493	126^	235	256	250	205	24v	30v	13v	16v	20v						
TUE-FRI 6.00A - 6.30					A	1.7	21	153	53^	290	210	629	117^	346	366	407	215	510	142^	250	293	284	168^	12v	3v	10v	17v	15v						
6.30 - 7.00					A	0.9	15	80	80v	372^	341^	751^	201v	437^	367^	334^	307^	383^	137v	250^	245^	211^	101v	35v	<<	<<	<<	<<						
TODAY SHOW-7.30AM	7.30A	30	NBC	10	A	3.3	22	294	59^	264	195	697	136	331	366	378	305	454	121	228	235	242	179	10v	13v	15v	21v	19v						
MON-FRI	202	99	N	205	B	3.7	23	329	56^	243	180	703	123	319	355	381	331	441	109	225	231	233	178	9v	8v	17v	16v	16v						
					C	4.5	22	400	52^	220	161	689	126	325	348	375	318	487	106	218	222	228	221	14v	10v	22^	19^	26^						
TODAY SHOW-8.30AM	8.30A	30	NBC	10	A	3.7	19	330	56^	214	158	716	97^	294	326	409	366	385	92^	184	181	186	172	18v	15v	22v	26^	28^						
MON-FRI	203	99	N	205	B	3.9	19	343	51^	208	156	730	98	293	316	410	391	373	78^	165	168	182	180	20v	10v	23^	20v	22v						
					C	4.6	21	407	54^	172	132	733	117	305	325	381	386	409	88	182	181	194	207	10v	8v	21^	17^	17^						

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

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[illegible]

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



JUL. 4-10, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	A V G. A U D. %		S H %	A V G. A U D. 0,000	LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N						
									18-49		WOMEN																		
									W/CH	18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.				
#STNS	CVG%	TYPE			%	%		<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-		
MONDAY-FRIDAY DAYTIME CONT'D																													
GUIDING LIGHT						A	5.8	19	512	87	246	187	172	906	253	462	343	390	405	397	230	109	35^	88	66	44^	57^	35^	67
MON-FRI 3.00P 60 CBS 9						B	5.8	19	514	92	240	184	172	893	258	458	340	386	390	388	232	100	38^	91	68	49^	61	39^	71
209 99 DD 202						C	6.0	20	534	93	195	144	127	896	235	430	336	384	387	418	258	118	19^	51	42^	36^	51	44^	43^
3.00 - 3.30						A	5.8	20	514	92	238	182	177	906	254	466	345	391	406	394	236	111	34^	90	66	46^	60^	39^	66
3.30 - 4.00						A	5.7	19	507	83	255	193	168	912	254	462	345	392	406	403	225	108	36^	87	66	43^	54^	30^	67
HOME						A	3.0	11	268	108^	259	214	140	777	301	495	393	436	357	238	288	70^	30^	88^	46^	71^	116^	64^	123^
MON-FRI 11.30A 30 ABC 10						B	2.9	11	257	100^	258	216	131	742	281	465	377	422	346	231	277	70^	39^	91^	55^	82^	111^	68^	124
175 89 1A 125						C	2.6	11	230	143	245	208	103^	787	312	520	435	478	363	224	254	63^	22^	38^	28^	54^	63^	69^	49^
LOVING						A	3.6	12	317	143	264	230	154	797	374	526	406	439	298	237	274	81^	32^	64^	53^	66^	89^	66^	89^
MON-FRI 12.30P 30 ABC 10						B	3.6	12	319	130	231	203	152	790	366	525	416	447	298	234	251	73^	36^	85^	59^	56^	80^	57^	80^
177 89 DD 203						C	4.0	15	358	141	241	220	139	830	384	566	449	487	322	226	240	60^	18^	42^	32^	64^	55^	73	46^
NBC NEWS DIGEST-DAYTIME						A	4.4	15	387	85^	238	206	196	761	239	441	341	389	376	272	320	84^	25^	173	115	62^	68^	51^	78^
MWF 2.57P 1 NBC 6						B	4.4	15	393	84^	198	170	182	727	220	412	320	368	350	267	312	100	44^	164	120	57^	71^	56^	72^
189 92 N 122						C	4.5	15	400	74	187	162	163	825	250	446	332	387	370	324									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000																												
									LOH WORKING		W O M E N										M E N		T E E N S			C H I L D R E N										
									18-49	WOMEN	18-49	15-17	18-24	25-34	35-44	45-54	55-64	65+	TOTAL	55+	12-17	18-24	25-34	MALE	FEM.	TOT.	2-6	7-11	12-17	18-24	25-34	5-11				
MONDAY-FRIDAY DAYTIME CONT'D																																				
RYAN'S HOPE					A	2.3	8	202	150^	240	222	146^	801	395	570	444	471	300	205	290	75^	21^	61^	32^	81^	132^	97^	115^								
MON-FRI 12.00N					B	2.3	8	205	138^	227	207	160	792	392	563	448	478	295	198	266	67^	30^	90^	55^	89^	124^	101^	112^								
161 80 ABC DD 203					C	2.7	10	241	144	242	220	130	822	397	578	476	515	317	205	263	53^	20^	53^	36^	77^	64^	86^	55^								
SALE OF THE CENTURY					A	3.2	14	281	54^	125	89^	38^	722	103^	197	172	234	258	463	356	175	35^	50^	30^	63^	65^	39^	90^								
TUE-FRI 10.00A					B	3.2	14	285	58^	117	74^	48^	749	116	216	185	260	301	459	332	170	37^	59^	30^	71^	60^	41^	90^								
148 81 NBC QG 200					C	3.1	14	274	63^	140	104	51^	781	143	299	260	314	314	427	385	191	18^	27^	19^	50^	51^	57^	43^								
SANTA BARBARA					A	4.2	14	374	78^	173	147	202	749	225	422	312	352	362	287	274	95	45^	154	117	69^	56^	52^	74^								
MON-FRI 3.00P					B	4.3	14	383	83	172	148	199	742	222	425	317	357	363	277	264	87	52^	154	124	64^	56^	57^	64^								
195 96 NBC DD 198					C	4.7	16	413	88	173	145	179	816	250	447	328	394	378	303	265	99	30^	111	78	36^	52^	50^	39^								
3.00 - 3.30					A	4.2	14	372	76^	171	147	199	753	227	429	320	358	368	285	273	90	43^	154	113	71^	56^	51^	76^								
3.30 - 4.00					A	4.2	14	372	80^	177	148	206	752	224	419	307	349	360	292	278	101	47^	156	122	69^	57^	53^	73^								
SCRABBLE					A	4.3	14	377	45^	170	136	116	719	150	311	249	301	323	356	318	128	68^	98	80^	70^	85^	56^	99								
MON 12.36P					B	4.2	14	372	41^	156	120	110	716	139	301	248	297	320	367	314	140	82	103	88	79	84	61^	102								
TUE-FRI 12.30P					C	4.0	14	355	58^	135	101	75	791	145	301	247	302	329	434	345	177	28^	36^	35^	46^	53^	53^	46^								
SUPER PASSWORD					A	3.6	13	319	46^	126	106	116	684	155	280	217	263	248	358	273	120	66^	124	82^	112	103	73^	142								
TUE-FRI 12.00N																																				
159 74 NBC QG 200					B	3.5	13	309	49^	127	101	114	665	147	276	225	275	254	339	266	125	79^	123	92^	103	97	60^	114								
					C	3.4	13	297	67^	118	86	81^	769	156	301	242	291	297	419	326	172	26^	42^	34^	57^	58^	61^	41^								
WHEEL OF FORTUNE					A	4.9	19	434	54^	141	104	72	761	143	269	214	270	322	437	310	163	27^	41^	31^	78	70^	63^	85								
TUE-FRI 11.00A					B	4.9	20	437	54^	132	100	79	772	149	282	228	289	328	429	304	158	38^	53^	40^	75	76	62^	90								
206 98 NBC QG 201					C	5.3	22	471	64	158	111	71	817	160	305	248	311	330	450	350	181	19^	26^	22^	42^	54^	60	35^								
WHO'S THE BOSS? M-F					A	3.9	15	347	100	251	222	172	620	290	446	338	364	247	148	269	56^	78^	151	99	106	196	88^	214								
MON-FRI 11.00A					B	4.1	16	361	97	242	215	183	591	286	424	314	345	232	135	259	46^	91	169	112	115	198	105	207								
152 79 CBS CS 203					C	3.4	14	299	132	248	223	140	679	317	494	386	415	281	155	293	51^	48^	75^	55^	105	99	118	86								
WIN, LOSE OR DRAW					A	4.7	18	416	69^	155	130	128	670	172	320	254	288	304	316	272	99	62^	137	87	98	107	94	111								
TUE-FRI 11.30A					B	4.5	18	396	69^	147	120	131	678	168	327	263	304	319	310	264	94	73	139	95	97	111	86	122								
184 88 NBC QG 214					C	4.2	17	369	88	165	131	102	784	202	375	298	352	337	354	311	128	31^	47^	38^	55^	76	80	52^								
YOUNG AND THE RESTLESS					A	8.0	27	709	88	214	181	142	840	255	439	334	378	355	357	252	111	31^	77	48	74	83	70	87								
MON-FRI 12.30P					B	8.1	28	721	91	197	167	141	832	255	432	330	376	349	354	255	112	35^	80	53	82	86	73	95								
211 99 CBS DD 206					C	7.9	29	701	109	192	158	127	869	270	453	344	390	356	369	277	124	19^	34^	28^	49	66	73	42								
12.30 - 1.00					A	7.9	27	700	86	213	180	138	823	249	428	325	369	351	352	258	114	29^	74	46^	77	91	74	94								
1.00 - 1.30					A	8.1	27	718	90	216	183	146	857	261	449	342	387	358	363	245	107	32^	80	50	70	77	65	81								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

JUL. 4-10, 1988

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

# PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N										
										15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 15- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 5	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 9- 11		
WEEKEND DAYTIME CHILDREN CONT'D																													
HELLO KITTY SAT	8.00A 203	30 97	CBS CA	2 43	A B C	1.3 1.5 2.1	11 12 13	115 133 182	1244 1257 1289	29v 58v 56v	445v 423 300	302v 275v 202	125v 104v 44v	289v 313v 247	39v 65v 79v	17v 26v 45v	21v 39v 33v	36v 37v 49v	<< 28v 30v	472v 457 664	282v 278v 336	191v 179v 328	244v 238v 229	228v 219v 435	145v 126v 226	83v 92v 209	155v 144v 263	73v 74v 172	
I'M TELLING SAT	12.30P 115	30 55	NBC CA	1 39	A B C	1.7 1.7 2.5	6 6 8	151 151 218	1606 1606 1494	227v 227v 144	430 430 422	310v 310v 311	104v 104v 101v	168v 168v 243	309v 309v 259	141v 141v 98v	168v 168v 161	110v 110v 166	199v 199v 93v	700 700 571	357v 357v 279	342v 342v 292	358v 358v 214	342v 342v 357	128v 128v 175	214v 214v 183	170v 170v 173	171v 171v 184	
LITTLE CLOWNS-HAPPYTOWN SAT	8.00A 196	30 96	ABC CA	2 24	A B C	1.3 1.2 1.7	11 9 11	115 102 154	1274 1256 1265	164v 128v 69v	574 483 323	393v 375v 250	14v 32v 48v	167v 150v 223	43v 90v 100v	<< 29v 46v	40v 61v 54v	35v 63v 60v	8v 27v 40v	490v 533 619	256v 301v 311	233v 232v 308	240v 268v 230	250v 265v 389	112v 147v 200	138v 118v 190	211v 204v 205	39v 61v 184	
LITTLE WIZARDS SAT	9.30A 204	30 98	ABC CA	2 24	A B C	3.0 3.5 3.6	14 15 14	266 306 315	1428 1371 1435	75v 102v 83	366 359 311	255 270 239	45v 52v 65v	205v 195 215	129v 106v 153	90v 61v 76v	39v 45v 78v	97v 71v 101	32v 35v 52v	729 711 756	442 393 431	286 318 324	393 362 344	336 349 411	221v 199 237	115v 150 174	222v 219 228	115v 131v 183	
MIGHTY MOUSE SAT	10.30A 200	30 96	CBS CA	2 40	A B C	3.6 4.1 4.1	14 16 15	319 363 364	1608 1478 1488	59v 89v 91	363 318 335	257 239 260	69v 54v 61v	248 217 237	130v 116v 129	80v 60v 71	50v 56v 58v	79v 69v 84	51v 47v 45v	866 827 786	429 407 417	438 420 369	332 352 378	534 476 408	253 231 217	281 245 191	329 287 249	205 186 158	
MUPPET BABIES I					A	2.2	14	195	1243	27v	317v	240v	83v	180v	58v	27v	31v	58v	<<	689	380	309v	328	361	185v	176v	255v	106v	
SAT	8.30A 208	30 97	CBS CA	2 43	B C	2.4 3.5	15 18	213 309	1284 1363	47v 52v	300 256	235 187	86v 36v	236 184	93v 96	44v 54v	49v 42v	74v 69v	19v 27v	655 827	337 436	318 391	304 295	351 532	160v 288	191v 244	278v 319	121v 213	
MUPPET BABIES II SAT	9.00A 208	30 97	CBS CA	2 43	A B C	3.2 3.6 4.5	17 19 19	284 319 397	1326 1407 1422	30v 54v 56v	317 312 257	209v 242 194	36v 42v 38v	159v 168 174	64v 90v 102	34v 44v 54v	30v 46v 49v	59v 66v 72	5v 24v 31v	786 838 889	411 429 463	375 408 426	313 338 344	474 500 544	235 253 287	238 247 257	288 279 327	186v 220 217	
MUPPET BABIES III SAT	9.30A 208	30 98	CBS CA	2 43	A B C	4.0 4.5 5.0	18 20 19	354 394 442	1381 1427 1456	28v 58v 63	306 312 267	210 240 208	34v 40v 43v	167v 151 175	78v 97v 113	15v 41v 60	63v 55v 53v	64v 66v 78	14v 31v 35v	831 867 902	432 416 471	399 451 431	351 356 366	479 511 537	258 252 282	221 259 254	278 283 322	201 228 215	
MY PET MONSTER SAT	9.00A 205	30 98	ABC CA	2 42	A B C	2.6 2.8 3.4	14 14 15	230 248 302	1397 1359 1427	85v 85v 70v	361 316 271	248v 237 222	70v 77v 55v	191v 176v 186	163v 119v 156	120v 75v 77v	44v 43v 79v	112v 67v 108	51v 52v 48v	680 748 814	390 394 421	290 354 393	362 348 316	318 399 499	192v 203 269	126v 196 230	212v 239 258	106v 161v 241	
NEW ARCHIES SAT	11.30A 163	30 79	NBC CA	1 41	A B C	3.3 3.3 4.3	13 13 15	292 292 379	1547 1547 1499	227 227 172	386 386 371	343 343 308	142v 142v 96	217 217 205	281 281 269	158v 158v 114	123v 123v 155	127v 127v 158	154v 154v 110	663 663 654	336 336 308	327 327 346	335 335 286	327 327 368	146v 146v 177	181v 181v 191	187v 187v 180	141v 141v 188	
PEE WEE'S PLAYHOUSE SAT	10.00A 211	30 99	CBS CL	2 43	A B C	4.6 5.1 5.9	19 20 21	408 452 521	1534 1461 1502	47v 62v 84	320 310 303	250 246 245	64v 55v 49v	225 182 213	103v 97v 120	41v 50v 50	62v 47v 70	68v 57v 80	36v 40v 40v	885 873 867	422 411 432	464 462 435	352 367 390	534 506 477	245 241 231	288 265 246	321 294 291	213 212 185	
POPEYE & SON SAT	11.00A 196	30 95	CBS CA	2 40	A B C	4.0 4.5 3.9	15 17 14	354 399 346	1505 1459 1526	47v 94v 108	342 349 339	231 261 259	32v 43v 75	136v 154 223	170v 168 192	96v 76v 96	75v 91v 95	151v 126 124	20v 41v 68v	857 788 772	454 432 426	402 356 346	309 315 337	548 473 435	286 264 242	261 209 193	304 247 228	244 227 207	
REAL GHOSTBUSTERS I CONT'D					A	4.0	16	354	1446	111v	345	280	97v	211	223	134v	89v	148v	75v	667	369	299	318	349	180	169v	186	163v	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.



50 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		JUL.4-10,1988									
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N																				
												15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.											
WEEKEND DAYTIME CHILDREN CONT'D																																									
REAL GHOSTBUSTERS I-CONT'D										B C	4.6	18	408	1380	123	334	268	70^	179	182	96^	85^	114	68^	685	385	300	319	366	207	159	199	167								
SAT	10.00A	30	ABC	2	22	2	4.4	16	390		1465	110	330	264	88	235	201	107	94	126	75	699	430	270	299	400	257	143	222	177											
REAL GHOSTBUSTERS II										A B C	4.5	18	399	1506	141^	346	294	101^	231	241	139^	102^	155^	86^	688	380	308	304	384	208	176	218	166								
SAT	10.30A	30	ABC	2	22	2	5.1	20	456		1494	134	323	269	85^	199	217	118	100^	135	82^	754	437	317	338	415	244	172	230	185											
														1496	123	331	269	108	255	226	123	103	136	90	684	417	267	290	394	253	141	216	178								
SMURFS I											A B C	3.3	21	292	1430	83^	411	343	82^	303	162^	79^	83^	78^	84^	553	234	320	145^	408	172^	236	238	170^							
SAT	8.30A	30	NBC	1	43	1	3.3	21	292	1430		83^	411	343	82^	303	162^	79^	83^	78^	84^	553	234	320	145^	408	172^	236	238	170^											
														1370	80	328	267	55^	207	154	76	78	102	51^	681	366	315	269	412	227	186	218	194								
SMURFS II											A B C	4.1	22	363	1411	104^	433	371	85^	307	148^	77^	71^	88^	59^	523	219	304	175	348	156^	193	207	142^							
SAT	9.00A	30	NBC	1	43	1	4.1	22	363	1411		104^	433	371	85^	307	148^	77^	71^	88^	59^	523	219	304	175	348	156^	193	207	142^											
														1389	105	354	290	64	224	163	75	88	107	56	648	344	304	270	378	208	170	204	174								
SMURFS III											A B C	5.2	24	461	1446	109^	398	361	69^	282	167	88^	79^	125^	42^	599	259	340	243	356	153	203	185	171							
SAT	9.30A	30	NBC	1	43	1	5.2	24	461	1446		109^	398	361	69^	282	167	88^	79^	125^	42^	599	259	340	243	356	153	203	185	171											
														1429	122	364	306	73	225	185	84	102	119	66	655	335	320	270	384	202	182	204	180								
TEEN WOLF											A	3.6	13	319	1348	101^	323	236	76^	171^	197^	71^	126^	127^	70^	656	363	293	234	422	213	209	235	187^							

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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# 52 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL.4-10,1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S		C H D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK.		W O M E N				M E N										T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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													(2+)	18+		TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WEEKEND DAYTIME SPORTS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								</

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

# 54 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS			CHD TOT.	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SN %	AVG. AUD. 0,000	TOT. WORK. PERS (2+)	ING WOM. 18+	W O M E N				M E N												TOT. 12-17	MALE 12-17		
											TOTAL	18-49	21+54	18-24	18-34	18-49	21+49	21-54	25-35	35-55+	12-17	12-17								
WEEKEND DAYTIME SPORTS CONT'D																														
MUTUAL OF OMAHA SPEC(S)-CONT'D																														
SUN	5.00P	60	ABC																											
	182	89	SA																											
	5.00 - 5.30				A	3.5	10	310	1244	181^	457	258	434	223	630	59^	222	420	587	377	444	361	428	381	143^	84^	63^	73^		
	5.30 - 6.00				A	4.6	13	408	1309	170	492	237	469	222	614	46^	182	348	579	313	365	302	355	348	214	85^	54^	118^		
NBC MAJOR LEAGUE PRE GAME																														
SAT	1.30P	16	NBC	2	A	4.1	14	363	1379	102^	438	183	426	152^	615	70^	240	353	579	316	335	283	301	191	244	110^	62^	215		
	205	99	SC	14	B	4.3	16	377	1373	119^	454	177	443	171	667	90^	268	366	627	326	356	277	306	191	271	111^	64^	142		
					C	3.8	14	338	1354	141	435	220	414	197	605	87	238	355	570	320	360	268	308	215	211	139	98	175		
NBC MAJOR LEAGUE BASEBALL																														
SAT	1.46P	185	NBC	2	A	7.2	23	638	1323	108	388	134	382	140	742	65^	214	350	715	323	361	285	323	272	354	91^	67^	102		
	205	99	SE	14	B	6.3	21	554	1345	123	414	156	407	160	750	60^	219	355	727	323	373	295	336	281	354	82^	58^	100		
					C	5.3	18	473	1362	126	441	182	428	171	721	62	213	351	699	329	379	289	339	288	321	96	68	104		
NEW YORK METS VS HOUSTON																														
	1.30 - 2.00				A	4.8	16	425	1288	103^	391	134^	390	132^	677	77^	237	346	643	313	331	269	288	206	312	89^	42^	131^		
	2.00 - 2.30				A	6.1	20	540	1295	95^	356	110^	356	116^	742	85^	245	363	703	323	357	278	312	248	346	80^	47^	118		
	2.30 - 3.00				A	7.0	23	620	1317	88^	367	112	366	124	756	84^	233	359	718	321	360	275	314	260	358	94^	70^	100^		
	3.00 - 3.30				A	7.6	24	673	1325	98	386	135	381	140	723	56^	188	326	703	306	344	270	308	270	359	108	79^	108		
	3.30 - 4.00				A	8.1	25	718	1323	108	383	141	380	152	739	55^	192	329	720	410	397	308	351	286	364	84^	74^	106^		
	4.00 - 4.30				A	7.8	24	691	1329	119	397	141	386	149	752	54^	209	362	732	342	385	308	351	286	364	84^	74^	106^		
	4.30 - 5.00				A	7.9	24	700	1373	152	452	171	431	163	771	57^	224	373	743	345	378	316	350	286	364	84^	74^	106^		
SPORTSWORLD																														
SUN	2.30P	90	NBC	2	A	4.1	13	363	1504	246	703	436	640	340	591	98^	234	358	558	325	391	260	326	269	167^	120^	40^	90^		
	190	95	SA	16	B	3.8	12	332	1479	242	620	366	570	309	643	99^	265	407	613	377	455	309	386	303	158	102^	44^	115^		
	2.30 - 3.00				C	3.4	10	299	1436	198	504	278	479	253	691	83^	253	440	663	413	476	357	421	335	187	116	66^	125		
	3.00 - 3.30				A	3.4	11	301	1466	229	677	419	615	339	587	106^	228	341	540	294	399	234	340	288	141^	128^	49^	74^		
	3.30 - 4.00				A	4.1	13	363	1522	247	720	442	652	335	588	95^	227	363	553	328	397	268	337	278	156^	131^	42^	83^		
					A	4.7	14	416	1548	262	722	453	662	352	610	97^	248	374	589	352	389	277	313	254	200	107^	32^	110^		
U.S. OLYMPIC TRIALS:BOXIN(S)																														
SUN	3.00P	120	ABC		A	2.6	8	230	1266	142^	343	201^	327	170^	776	127^	318	541	718	483	596	414	527	402	121^	80^	41^	67^		
	186	95	SE																											
	3.00 - 3.30				A	2.2	7	195	1238	77^	318^	190^	294^	133^	790	153^	357	497	729	437	558	345	466	355	171^	67^	29^	63^		
	3.30 - 4.00				A	2.2	7	195	1212	127^	274^	154^	270^	121^	794	141^	334	548	748	502	641	407	546	395	107^	72^	43^	72^		
	4.00 - 4.30				A	2.9	8	257	1283	163^	356	199^	348	207^	756	125^	290	549	699	491	590	424	522	415	109^	88^	45^	82^		
	4.30 - 5.00				A	3.3	10	292	1229	168^	373	230	349	184^	725	96^	286	528	663	465	562	432	528	401	101^	80^	42^	51^		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

## PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET #STNS CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM. (2+)		W O M E N										M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
											18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 54	35- 64	35- 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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## 58 PROGRAM AUDIENCE ESTIMATES (Alpha)

JUL. 4-10, 1988

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
										TOTAL WORKING				W O M E N					M E N					T E E N S		C H I L D R E N										
DAY	TIME	DUR	NET	NO. OF	KEY	HOUSEHOLD AUDIENCES		AVG. AUD. %	SH %	AVG. AUD. %	TOTAL PERS		LOH 18-49 W/CH	18- 18- 25- 35-					18- 18- 25- 35-					TOT. 12- 12-		TOT. 2- 6-										
											(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11						
HOLIDAY DAYTIME SPECIALS																																				
WIMBLEDON TENNIS CHMP-MON(S)																																				
MON 9.00A 210 NBC																																				
200 99 SE																																				
9.00 - 9.30																																				
9.30 - 10.00																																				
10.00 - 10.30																																				
10.30 - 11.00																																				
11.00 - 11.30																																				
11.30 - 12.00																																				
12.00 - 12.30																																				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	37.9	38.1	38.7	39.4	40.0	40.9	41.8	43.1	43.7	44.9	45.0	45.7	45.8	45.7	45.3	44.3

## ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

← ABC MONDAY NIGHT BASEBALL  
ST. LOUIS VS LOS ANGELES  
(8:00-11:10)(PAE) →

5,230																
5.9	5.1	*		5.5	*		5.7	*		6.1	*		6.1	*		6.6
14	13	*		13	*		13	*		14	*		14	*		15
5.2	5.0		5.4	5.5		5.7	5.8		6.1	6.1		6.1	6.1		6.4	6.9

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

← BLUE SKIES → NEWHART (R) DESIGNING WOMEN (R)(PAE) → MAGNUM, P.I. (R) →

5,850				6,730		6,820		7,710								
6.6	6.2	*		7.0	*	7.6		8.7		8.5	*		8.9	*		
16	15	*		16	*	17		19		19	*		20	*		
6.0	6.4		7.0	7.1		7.5	7.7	7.6	7.8	8.4		8.6	8.8		9.0	

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ALF (R) HOGAN FAMILY (R) ← NBC MONDAY NIGHT MOVIES BATES MOTEL (R) →

7,530		7,350		6,910												
8.5		8.3		7.8		7.5	*	7.8	*	7.7	*		8.3	*		
21		20		17		17	*	17	*	17	*		19	*		
8.0	9.0	8.0	8.6	7.2	7.9	7.7		7.8	7.8	7.7		8.2			8.5	

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

8.6	9.7	10.0	10.8	11.7	11.5	10.3	9.3
23	25	25	25	26	25	23	21

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.4	2.8	2.8	3.0	3.4	3.5	2.9	2.8
6	7	7	7	8	8	6	6

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2	1.6	1.9	2.3	2.6	2.6	3.2	2.0
3	4	5	5	6	6	7	4

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.4	4.6	4.9	5.6	5.6	5.6	6.2	6.2
12	12	12	13	13	12	14	14

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.4	3.9	4.0	3.4	4.0	4.3	4.9	4.6
9	10	10	8	9	9	11	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.3	50.3	50.0	50.9	50.2	52.0	53.0	54.3	54.9	56.0	56.5	57.0	56.9	56.6	55.5	54.1

## ABC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS? (R)	PERFECT STRANGERS (R)	MOONLIGHTING (R)(PAE)	THIRTYSOMETHING (R)
12,320	11,340	8,770	7,710
13.9	12.8	9.9	8.7
27	24	18	16
13.2	14.6	13.0	12.6

## CBS TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

CBS SUMMER PLAYHOUSE THE PRETENDERS	CBS TUESDAY MOVIE A TIME TO TRIUMPH (R)(PAE)
5,580	10,900
6.3	6.2 *
12	12 *
6.6	5.9

## NBC TV

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

MATLOCK (R)	J.J. STARBUCK SPCL (R)	SUMMER SHOWCASE GUNS, GUNS, GUNS
11,080	9,920	3,830
12.5	11.9 *	11.1 *
24	23 *	20 *
11.5	12.2	10.4

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.0	11.4	10.6	11.3	13.3	13.6	13.7	12.3
SHARE AUDIENCE %	26	23	21	21	24	24	24	22

## SUPERSTATIONS

AVERAGE AUDIENCE	3.7	3.5	3.1	3.4	4.4	4.5	4.1	3.3
SHARE AUDIENCE %	8	7	6	6	8	8	7	6

## PBS

AVERAGE AUDIENCE	1.5	2.2	2.4	2.5	2.6	2.8	2.4	1.9
SHARE AUDIENCE %	3	4	5	5	5	5	4	3

## CABLE ORIG.

AVERAGE AUDIENCE	5.3	6.0	6.2	6.2	7.1	6.7	6.2	5.3
SHARE AUDIENCE %	11	12	12	12	13	12	11	10

## PAY SERVICES

AVERAGE AUDIENCE	2.2	2.9	3.4	4.2	4.9	4.9	5.1	4.6
SHARE AUDIENCE %	4	6	7	8	9	9	9	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-6 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JUL.6, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.6	48.3	48.2	48.8	48.5	49.8	50.6	52.1	53.1	54.5	55.5	56.8	55.8	55.2	53.8	52.6

## ABC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← GROWING PAINS (R) →				HOOPERMAN (R)		SLAP MAXWELL (R)(PAE)		← SPENSER: FOR HIRE (R) →			
11,160				9,830		7,620		7,620			
12.6	12.1 *			13.2 *	11.1	8.6		8.6	8.5 *		8.7 *
25	25 *			26 *	21	15		16	15 *		16 *
11.6	12.6	13.1	13.2	11.0	11.1	8.9	8.3	8.4	8.6	8.7	8.7

## CBS TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← JAKE AND THE FATMAN (R)(PAE) →				← EQUALIZER (R) →				← WISEGUY (R) →			
7,800				7,180				8,590			
8.8	8.5 *		9.0 *	8.1	7.6 *	8.6	9.7 *	9.3 *		10.1 *	
17	17 *		17 *	15	14 *	15	18 *	17 *		19 *	
8.4	8.6	9.0	9.1	7.8	7.5	8.3	8.9	8.9	9.6	10.0	10.3

## NBC TV

AVERAGE AUDIENCE {  
(Hhlds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

← MOVIE OF THE WEEK-WED POLICE STORY: THE FREEWAY KILLINGS (R) →											
10,810											
12.2	10.1 *		10.3 *	11.8 *	13.5 *		13.7 *		13.6 *		
23	21 *		20 *	22 *	24 *		25 *		26 *		
10.0	10.3	10.3	10.3	11.4	12.1	13.2	13.7	13.7	13.7	13.6	13.6

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.2	11.0	10.6	10.6	13.0	15.0	13.7	12.0
SHARE AUDIENCE %	25	23	22	21	24	27	25	23

## SUPERSTATIONS

AVERAGE AUDIENCE	2.8	3.0	2.8	3.1	4.2	4.7	3.5	2.6
SHARE AUDIENCE %	6	6	6	6	8	8	6	5

## PBS

AVERAGE AUDIENCE	1.4	1.8	2.2	2.5	2.2	2.4	2.1	1.9
SHARE AUDIENCE %	3	4	4	5	4	4	4	4

## CABLE ORIG.

AVERAGE AUDIENCE	5.1	5.2	5.0	5.3	6.9	7.9	8.2	6.6
SHARE AUDIENCE %	11	11	10	10	13	14	15	12

## PAY SERVICES

AVERAGE AUDIENCE	2.3	3.1	3.9	4.5	4.8	3.5	3.5	4.4
SHARE AUDIENCE %	5	6	8	9	9	6	6	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JUL.7, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.3	46.4	45.9	46.4	46.9	48.5	50.1	51.9	52.6	54.6	55.0	55.4	53.9	53.9	52.6	51.5

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ABC THURSDAY NIGHT MOVIE THE HEARST AND DAVIES AFFAIR (R)(PAE)										HOTHOUSE						
7,090	8.0	7.8 *			7.7 *			8.1 *		8.5 *	4,960	5.6	6.1 *		5.1 *	
15	16 *			15 *			15 *			15 *	11	11 *			10 *	
8.0	7.5	7.6		7.8	8.0		8.3	8.5		8.5	6.5	5.6	4.9	5.3		

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

48 HOURS WEDDINGS IN AMERICA				SIMON & SIMON (R)(PAE)				CAGNEY & LACEY (R)			
5,940	6.7	6.3 *		6,290	7.2 *	7.1	7.1 *	6,560	7.1 *	7.4	7.0 *
14	13	*		14 *	13	13 *		13 *	14	13 *	7.7 *
6.6	6.0	7.2		7.1	7.0	7.2	7.1	7.0	6.8	7.2	7.5

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

BILL COSBY SHOW (R)		A DIFFERENT WORLD		CHEERS (R)		NIGHT COURT (R)		L.A. LAW (R)	
14,090	15.9	15,060	17.0	14,970	16.9	15,150	17.1	14,000	15.8
33	33	33	31	31	31	31	30	30	29 *
14.5	17.2	16.7	17.3	16.5	17.3	17.1	17.2	15.4	15.4 *

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	12.1	11.7	10.9	11.9	13.3	13.7	14.5	13.2
SHARE AUDIENCE %	26	25	23	23	25	25	27	25

**SUPERSTATIONS**

AVERAGE AUDIENCE	3.1	3.4	2.9	3.2	4.2	4.6	4.6	4.1
SHARE AUDIENCE %	7	7	6	6	8	8	9	8

**PBS**

AVERAGE AUDIENCE	1.0	1.6	2.0	2.0	2.1	2.2	2.0	2.3
SHARE AUDIENCE %	2	3	4	4	4	4	4	4

**CABLE ORIG.**

AVERAGE AUDIENCE	4.6	4.7	4.7	5.5	6.2	6.1	6.7	5.9
SHARE AUDIENCE %	10	10	10	11	12	11	12	11

**PAY SERVICES**

AVERAGE AUDIENCE	2.5	2.9	3.1	3.5	4.0	4.4	5.6	5.0
SHARE AUDIENCE %	5	6	6	7	7	8	10	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.



TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	44.0	44.3	42.6	43.0	43.5	44.7	45.3	46.1	46.4	47.5	48.2	49.8	50.1	50.6	49.7	48.5

## ABC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

PERFECT  
STRANGERS  
(R)

FULL HOUSE  
(R)

MR. BELVEDERE  
(R)

MARRIED DORA  
(R)(PAE)

20/20

9,830	10,100	9,570	9,570	12,230												
11.1	11.4	10.8	10.8	13.8	13.7 *										14.0 *	
25	25	23	22	28	27 *										29 *	
10.2	11.9	11.2	11.7	10.5	11.2	10.5	11.1	13.3	14.1	14.2	13.8					

## CBS TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

CBS FRIDAY MOVIE  
KANE & ABEL PT 1  
(R)(PAE)

7,440																
8.4	7.8 *	7.8 *	8.4 *	8.6 *	8.9 *	8.9 *									8.9 *	
18	18 *	17 *	18 *	17 *	18 *	18 *									18 *	
7.9	7.7	7.8	7.7	8.3	8.4	8.5	8.8	8.9	9.0	8.9	8.9					

## NBC TV

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

(1)

NBC MAJOR LGE 85BL GM FRI  
NEW YORK METS VS HOUSTON  
(8:15-11:04)(PAE)

4,160	5,670															
4.7	6.4	5.5 *	6.0 *	6.5 *	7.5 *	7.1 *										
11	14	12 *	13 *	14 *	15 *	15 *									15 *	
4.7	4.7	5.3	5.6	6.0	5.9	6.3	6.7	7.5	7.4	7.1	7.0					

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

12.4	11.8	11.9	12.1	13.3	14.0	11.3	10.2
28	28	27	26	28	29	22	21

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.8	2.8	3.0	3.1	3.5	3.8	2.6	1.8
6	7	7	7	7	8	5	4

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.4	1.8	2.3	2.3	1.7	1.9	2.0	1.9
3	4	5	5	4	4	4	4

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.6	5.3	5.9	6.2	6.1	6.2	5.7	5.9
10	12	13	14	13	13	11	12

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1	2.7	3.3	3.6	4.3	4.7	5.4	4.7
5	6	7	8	9	10	11	10

U.S. TV HOUSEHOLDS: 88,600,000  
(1) NBC MAJOR LGE PRE GM FRI, NBC, (8:00-8:15), (S)

For explanation of symbols, See page B.

A-12 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JUL. 9, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	37.7	38.4	38.2	38.7	41.3	42.6	43.4	44.3	46.0	47.7	47.6	48.8	48.7	49.2	49.1	48.3	45.7	42.7

ABC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

← SUPERCARRIER (R) → OHARA (R)(PAE) → DRUGS: A PLAGUE (R) →

4,780					6,020								7,350					
5.4	5.1	*			5.6	* 6.8			6.2	*		7.4	* 8.3		8.1	*	8.6	*
13	12	*			13	* 14			13	*		15	* 17		17	*	18	*
4.9	5.3		5.6		5.7	5.9	6.4	7.1	7.8	7.8	8.4	8.8	8.5					

CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

← HIGH MOUNTAIN RANGERS (R) → CBS SPECIAL MOVIE KANE & ABEL PT 2 (R)(PAE) →

5,580					5,760													
6.3	6.1	*			6.4	* 6.5			5.5	*		6.2	*		7.0	*	7.2	*
15	14	*			15	* 14			12	*		13	*		14	*	15	*
6.2	6.0		6.3		6.6	5.4	5.6	5.9	6.4	7.1	6.9	7.0	7.3					

NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

FACTS OF LIFE (R) 227 (R) GOLDEN GIRLS (R) AMEN (R) HUNTER (R)

9,660		10,900		14,180		12,140		12,490										
10.9		12.3		16.0		13.7		14.1		13.7	*		14.4	*				
26		28		34		28		29		28	*		30	*				
10.0	11.7	11.9	12.7	15.5	16.6	13.5	13.9	13.5	13.9	14.3	14.5							

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

9.6	9.8	9.0	9.3	9.6	10.0	10.0	9.3	8.6
25	26	21	21	21	21	20	19	19

SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.1	2.9	2.7	2.7	2.9	2.9	2.6	2.1	2.1
8	8	6	6	6	6	5	4	5

PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.9	2.1	2.9	3.2	2.3	2.6	2.3	2.0	1.5
5	5	7	7	5	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

6.2	6.1	6.3	6.0	5.7	6.0	6.1	5.6	4.9
16	16	15	14	12	12	12	11	11

PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.2	3.2	4.1	4.0	4.5	4.9	5.2	4.8	4.5
8	8	10	9	10	10	11	10	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	38.0	35.6	33.1	31.1	28.3	25.6	23.2	20.5	18.0	16.2	14.6	13.4	11.7	10.6

**ABC TV**

(1)

AVERAGE AUDIENCE	{	1,330
(Hhlds (000) & %)	{	1.5
SHARE AUDIENCE	%	5
AVG. AUD. BY 1/4 HR	%	1.5

**CBS TV**

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

**NBC TV**

← SATURDAY NIGHT → (PAE)  
(11:30-12:50)(PAE)

AVERAGE AUDIENCE	{	6,110				
(Hhlds (000) & %)	{	6.9	8.3 *	6.4 *		
SHARE AUDIENCE	%	21	23 *	20 *		
AVG. AUD. BY 1/4 HR	%	9.0	7.7	6.7	6.1	5.6

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.7	7.9	6.7	5.7	4.5	3.8	2.5
SHARE AUDIENCE %	24	25	25	26	26	27	22

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.2	2.1	1.8	1.6	1.1	0.9	0.6 ^
SHARE AUDIENCE %	6	7	7	7	6	6	5 ^

**PBS**

AVERAGE AUDIENCE	1.3	1.0	0.9	0.5 ^	0.2 ^	0.1 v	0.1 v
SHARE AUDIENCE %	4	3	3	2 ^	1 ^	1 v	1 v

**CABLE ORIG.**

AVERAGE AUDIENCE	4.5	3.8	3.3	2.3	1.8	1.7	1.7
SHARE AUDIENCE %	12	12	12	11	11	12	15

**PAY SERVICES**

AVERAGE AUDIENCE	4.7	4.4	4.3	4.4	3.8	3.5	3.2
SHARE AUDIENCE %	13	14	16	20	22	25	29

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	42.2	44.2	45.5	46.8	48.0	50.3	52.0	53.1	53.2	54.9	55.6	56.7	55.7	55.1	54.8	54.2	50.9	42.9

**ABC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	DISNEY SUNDAY MOVIE SPOT MARKS THE X, PT. 2 (R)				MACGYVER (R)				ABC SUNDAY NIGHT MOVIE LACE (R) PT. 1 (PAE)									
	4,870				6,380				8,060									
	5.5	5.2 *			5.7 *	7.2 *			8.0 *	9.1 *								
	12	12 *			12 *	14 *			15 *	17 *								
	5.1	5.3	5.5	5.9	6.2	6.5	7.7	8.2	8.3	8.6	8.6	9.1	9.5	9.1	9.5	9.8		

**CBS TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	60 MINUTES				MURDER, SHE WROTE (R)				CBS SUNDAY MOVIE KANE & ABEL PT. 3 (R) (PAE)									
	13,290				12,760				8,680									
	15.0	14.4 *			15.6 *	14.4 *			14.9 *	9.8 *								
	34	33 *			34 *	28 *			28 *	18 *								
	13.7	15.1	15.5	15.6	13.9	14.1	14.9	14.8	9.9	9.3	9.3	9.4	9.8	9.9	10.1	10.3	3.0	

**NBC TV**

AVERAGE AUDIENCE  
(Hhlds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

	RAGS TO RICHES (R)				FAMILY TIES (R)				NBC SUNDAY NIGHT MOVIE THE NATURAL (8:30-11:20) (R)									
	5,760				8,680			13,730										
	6.5	6.0 *			6.9 *	9.8 *		15.5	10.2 *			15.0 *	16.0 *	16.7 *		17.7 *		18.2 *
	14	14 *			15 *	20 *		29	19 *			28 *	29 *	30 *		33 *		37 *
	6.0	6.1	6.5	7.4	9.2	10.5	9.8	10.7	14.2	15.8	16.0	15.9	16.8	16.7	17.2	18.2	19.9	17.9

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	11.6		11.8		12.3		11.9		11.9		12.5		10.8		9.3		6.3
	27		26		25		23		22		22		19		17		13

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	2.8		2.9		2.6		2.5		2.8		3.2		2.8		2.6		1.8
	6		6		5		5		5		6		5		5		4

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	1.5		1.6		2.2		2.8		2.4		2.6		1.9		1.7		1.2
	3		3		4		5		4		5		3		3		3

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	4.7		4.7		4.7		5.2		5.2		5.0		4.6		4.2		3.1
	11		10		10		10		10		9		8		8		7

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	2.4		2.7		3.1		3.2		5.3		5.9		6.7		6.0		4.1
	6		6		6		6		10		11		12		11		9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-19 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JUL.10, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	35.5	30.2	25.9	22.9	20.1	18.3	15.9	14.4	12.4	11.2	9.8	8.9	7.9	7.1				

**ABC TV**

(1)

AVERAGE AUDIENCE	{	1,770
(Hhlds (000) & %)	%	2.0
SHARE AUDIENCE	%	10
AVG. AUD. BY 1/4 HR	%	2.0

**CBS TV**

AVERAGE AUDIENCE	{	
(Hhlds (000) & %)	%	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

**NBC TV**

(2) (PAE)

AVERAGE AUDIENCE	{	1,680
(Hhlds (000) & %)	%	1.9
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	1.9

**INDEPENDENTS**  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.0	4.7	3.6	3.0	2.3	1.7	1.5
SHARE AUDIENCE %	18	19	19	20	19	18	20

**SUPERSTATIONS**

AVERAGE AUDIENCE	1.5	1.5	1.1	1.1	0.8	0.7 ^	0.7 ^
SHARE AUDIENCE %	5	6	6	7	7	8 ^	9 ^

**PBS**

AVERAGE AUDIENCE	1.0	0.7 ^	0.5 ^	0.3 ^	0.1 v	0.1 v	0.1 v
SHARE AUDIENCE %	3	3 ^	3 ^	2 ^	1 v	1 v	1 v

**CABLE ORIG.**

AVERAGE AUDIENCE	3.6	2.8	2.6	1.7	1.4	1.2	1.2
SHARE AUDIENCE %	11	11	14	11	12	13	16

**PAY SERVICES**

AVERAGE AUDIENCE	4.4	3.9	3.4	3.2	2.5	2.1	1.8
SHARE AUDIENCE %	13	16	18	21	21	23	24

U.S. TV HOUSEHOLDS: 88,600,000  
(1) ABC WEEKEND REPORT-SUN., ABC (11:30-11:45)  
(2) G MICHAELS SPORTS MACHINE, (PAE), NBC, (11:51-12:06)

For explanation of symbols, See page B



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 4-8, 1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.8	8.0	9.5	10.9	12.6	14.0	15.0	16.3	17.7	19.1	20.3	21.3	22.5	23.7	24.2	24.7	23.1	24.1

ABC TV		(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) {PARTICIPATING (PAE)}		GOOD MORNING AMERICA-830 (CO-OP) {PARTICIPATING (PAE)}	
AVERAGE AUDIENCE (Hhds (000) & %)	{		850		1,610		2,910		3,420
SHARE AUDIENCE	%		1.0		1.8		3.3		3.9
AVG. AUD. BY 1/4 HR	%		1.2		1.7		21		19
			1.0		1.8		3.2	3.4	3.9

CBS TV		CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2		FAMILY FEUD	
AVERAGE AUDIENCE (Hhds (000) & %)	{		740				1,740				2,020		2,980
SHARE AUDIENCE	%		0.8				2.0				2.3		3.4
AVG. AUD. BY 1/4 HR	%		10				13				11		14
			0.7	0.9			2.0	2.0			2.1	2.4	3.1
													3.6

NBC TV		NBC NEWS AT SUNRISE (TUE-FRI) (PAE)		TODAY SHOW-7:30AM (CO-OP) {PARTICIPATING (PAE)}		TODAY SHOW-8:30AM (CO-OP) {PARTICIPATING (PAE)}		SALE OF THE CENTURY (TUE-FRI) (PAE)	
AVERAGE AUDIENCE (Hhds (000) & %)	{		1,380				2,940		
SHARE AUDIENCE	%		1.6	1.7 *			3.3		3.7
AVG. AUD. BY 1/4 HR	%		20	21 *			22		19
			1.5	2.0			3.2	3.4	3.7
									3.8

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.6	2.2	3.1	4.2	5.2	6.0	5.4	5.6	5.6
SHARE AUDIENCE %	21	22	23	27	28	29	23	23	24

## SUPERSTATIONS

AVERAGE AUDIENCE	0.6	0.7	1.1	1.4	1.7	1.8	1.7	1.9	1.8
SHARE AUDIENCE %	8	7	9	9	9	8	8	8	7

## PBS

AVERAGE AUDIENCE	0.1	0.1	0.3	0.5	0.7	1.0	1.2	1.3	1.2
SHARE AUDIENCE %	1	1	2	3	4	5	5	5	5

## CABLE ORIG.

AVERAGE AUDIENCE	1.0	1.3	1.5	1.7	2.2	2.7	2.8	3.2	3.0
SHARE AUDIENCE %	13	13	11	11	12	13	12	13	13

## PAY SERVICES

AVERAGE AUDIENCE	0.8	0.7	0.9	0.9	1.1	1.4	1.8	1.7	1.7
SHARE AUDIENCE %	10	7	6	6	6	7	8	7	7

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)  
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	24.7	25.2	25.4	26.3	26.7	27.5	28.5	29.2	29.4	30.2	31.3	32.0	31.3	31.2	30.1	30.2	29.9	30.0

## ABC TV

	WHO'S THE BOSS? M-F	HOME	RYAN'S HOPE	LOVING	ALL MY CHILDREN (PAE)	ONE LIFE TO LIVE (PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	3,470	2,680	2,020	3,170	5,670	5,720
SHARE AUDIENCE %	3.9	3.0	2.3	3.6	6.4	6.5
AVG. AUD. BY 1/4 HR	15	11	8	12	20	21
	3.7	4.1	3.1	2.9	5.8	6.4

## CBS TV

	NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	YOUNG AND THE RESTLESS	BOLD AND THE BEAUTIFUL	AS THE WORLD TURNS
AVERAGE AUDIENCE (Hhds (000) & %)	3,240	5,300	6,630	7,090	4,710	5,710
SHARE AUDIENCE %	3.7	6.0	7.5	8.0	5.3	6.4
AVG. AUD. BY 1/4 HR	15	23	28	27	17	21
	3.5	3.8	5.7	8.1	5.4	6.5

## NBC TV

	CLASSIC CONCENTRATION (TUE-FRI)(PAE)	WHEEL OF FORTUNE (TUE-FRI)(PAE)	WIN, LOSE OR DRAW (TUE-FRI)(PAE)	SUPER PASSWORD (TUE-FRI)(PAE)	SCRABBLE (PAE)	DAYS OF OUR LIVES	ANOTHER WORLD (PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	3,430	4,340	4,160	3,190	3,770	6,680	4,660
SHARE AUDIENCE %	3.9	4.9	4.7	3.6	4.3	7.5	5.3
AVG. AUD. BY 1/4 HR	16	19	18	13	14	24	17
	3.7	4.0	4.9	3.5	4.3	7.0	5.1

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.6	5.0	5.5	6.0	6.8	6.4	7.1	6.6	6.7
SHARE AUDIENCE %	22	19	20	21	23	20	23	22	22

## SUPERSTATIONS

AVERAGE AUDIENCE	1.8	1.8	2.0	2.0	2.3	1.9	2.0	1.9	1.9
SHARE AUDIENCE %	7	7	7	7	8	6	6	6	6

## PBS

AVERAGE AUDIENCE	1.1	0.9	0.8	1.0	1.0	0.9	0.9	0.8	0.8
SHARE AUDIENCE %	4	3	3	3	3	3	3	3	3

## CABLE ORIG.

AVERAGE AUDIENCE	3.0	3.0	3.2	3.6	3.4	3.6	3.7	3.9	3.9
SHARE AUDIENCE %	12	11	12	13	11	12	12	13	13

## PAY SERVICES

AVERAGE AUDIENCE	1.9	1.9	1.6	1.7	1.7	1.8	1.8	1.8	1.6
SHARE AUDIENCE %	8	7	6	6	6	6	6	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	29.3	29.8	30.3	30.8	30.9	32.1	32.8	34.0	34.5	36.1	37.1	38.7	43.4	44.6	45.1	45.5

**ABC TV**

← GENERAL HOSPITAL →

(PAE)

ABC WORLD  
NEWS TONIGHT

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 6,270  
7.1 6.9 \* 7.2 \*  
% 23 23 \* 23 \*  
% 6.8 7.0 7.2 7.1

7,830  
8.8  
20  
8.7 9.0

**CBS TV**← GUIDING LIGHT →  
(PAE)CBS EVENING  
NEWS-RATHER

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 5,120  
5.8 5.8 \* 5.7 \*  
% 19 20 \* 19 \*  
% 5.9 5.8 5.8 5.6

8,540  
9.6  
22  
9.7 9.6

**NBC TV**

← SANTA BARBARA →

(PAE)

NBC NIGHTLY  
NEWS

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{ 3,740  
4.2 4.2 \* 4.2 \*  
% 14 14 \* 14 \*  
% 4.3 4.2 4.2 4.2

7,370  
8.3  
19  
8.3 8.3

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

7.4 8.0 8.1 8.6 9.4 10.2 11.7 12.2  
25 26 26 26 27 27 27 27

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.0 2.3 2.4 2.5 2.7 2.9 3.0 2.8  
7 8 8 7 8 8 7 6

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.7 0.8 0.8 0.7 0.7 0.7 0.9 1.1  
2 3 2 2 2 2 2 2

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

4.0 4.3 4.4 4.4 4.1 4.5 4.7 4.9  
14 14 14 13 12 12 11 11

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7 1.8 1.6 1.7 1.7 1.6 2.3 2.5  
6 6 5 5 5 4 5 6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.6	7.6	8.3	9.2	11.0	13.0	14.8	16.7	18.1	19.7	21.0	22.7	23.9	24.7	25.1	26.0	26.6	27.4

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUDDLES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,150	1,860	2,300	2,660	3,540	3,990	3,900
1.3	2.1	2.6	3.0	4.0	4.5	4.4
11	13	14	14	16	18	16
1.2	1.5	2.0	2.2	2.5	2.7	2.8

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,150	1,950	2,840	3,540	4,080	3,190	3,540
1.3	2.2	3.2	4.0	4.6	3.6	4.0
11	14	17	18	19	14	15
1.2	1.5	2.0	2.3	3.0	3.4	3.7

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
1,770	2,920	3,630	4,610	3,990	4,250	3,460
2.0	3.3	4.1	5.2	4.5	4.8	3.9
17	21	22	24	19	19	14
1.8	2.3	3.0	3.5	3.9	4.3	5.2

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

2.1	2.4	3.1	3.6	3.9	4.8	5.3	6.0	7.0
30	27	26	23	21	22	22	23	26

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

0.8	0.9	1.0	1.4	1.3	1.3	1.3	1.3	1.9
11	10	8	9	7	6	5	5	7

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

<<	0.1	0.4	0.7	1.0	0.8	1.0	1.1	1.3
<<	1	3	4	5	4	4	4	5

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.5	1.7	2.2	2.6	2.8	2.9	3.6	3.7	3.7
21	19	18	17	15	13	15	14	14

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.2	1.3	1.7	1.7	1.9	2.1	2.3	2.8	2.9
17	15	14	11	10	10	9	11	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	27.3	27.6	27.6	27.8	27.6	28.4	27.6	28.2	28.4	29.5	29.7	29.9	30.4	31.1	31.2	31.9	32.4	32.2

**ABC TV**

FLINTSTONE KIDS    ANIMAL CRACK-UPS    HEALTH SHOW    (1)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,100		2,570		1,680		2,040										
SHARE AUDIENCE %	%	3.5		2.9		1.9		2.3										
AVG. AUD. BY 1/4 HR	%	3.5	3.4	2.8	3.0	2.0	1.8	2.2	2.3									

**CBS TV**

DENNIS THE MENACE    TEEN WOLF    GALAXY HIGH SCHOOL

AVERAGE AUDIENCE (Hhlds (000) & %)	{	3,280		3,190		3,190												
SHARE AUDIENCE %	%	3.7		3.6		3.6		13										
AVG. AUD. BY 1/4 HR	%	3.5	3.8	3.6	3.6	3.5	3.7											

**NBC TV**

NEW ARCHIES    FOOEUR (PAE)    I'M TELLING    (2)    ← NBC MAJOR LEAGUE BASEBALL NEW YORK METS VS HOUSTON (1:46-4:51)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,920		2,040		1,510		3,630	6,380									
SHARE AUDIENCE %	%	3.3		2.3		1.7		4.1	7.2									
AVG. AUD. BY 1/4 HR	%	3.2	3.4	2.2	2.3	1.7	1.7	4.0	4.8	5.8	6.1	20	6.9	6.9	7.1	7.4	7.6	8.1

**INDEPENDENTS (INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	7.4		7.2		8.0		7.7		8.2		7.2		7.8		8.1		8.9	
SHARE AUDIENCE %	27		26		29		28		28		24		25		26		28	

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.1		2.2		2.3		1.8		2.0		1.6		1.9		2.1		2.2	
SHARE AUDIENCE %	8		8		8		6		7		5		6		7		7	

**PBS**

AVERAGE AUDIENCE	1.2		1.4		1.2		1.6		1.8		1.9		1.7		1.9		1.4	
SHARE AUDIENCE %	4		5		4		6		6		6		6		6		4	

**CABLE ORIG.**

AVERAGE AUDIENCE	4.1		4.3		4.6		4.9		4.8		4.9		4.7		5.3		5.5	
SHARE AUDIENCE %	15		16		16		18		17		16		15		17		17	

**PAY SERVICES**

AVERAGE AUDIENCE	3.0		3.1		3.2		3.5		3.5		3.7		3.8		3.5		3.2	
SHARE AUDIENCE %	11		11		11		13		12		12		12		11		10	

U.S. TV HOUSEHOLDS: 88,600,000  
 (1) ABC WEEKEND SPECIALS, LIBERTY AND THE LITTLES PT. 3, ABC, (1:00-1:30), (R)  
 (2) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (1:30-1:46)

For explanation of symbols, See page B.



TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	31.7	32.1	32.4	32.4	31.9	32.1	33.2	33.5	34.6	35.9	36.4	37.1						

**ABC TV**

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLD NEWS  
TONIGHT-SAT

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,480																
SHARE AUDIENCE	%	2.8	2.7	*		2.6	*		2.8	*		3.0	*				4,520	
AVG. AUD. BY 1/4 HR	%	8	8	*		8	*		8	*		9	*				5.1	
	%	2.7	2.7		2.6	2.6	2.9		2.6	2.9		3.1					13	
																	4.8	5.4

**CBS TV**← CBS SPORTS SATURDAY  
BUDWEISER BOXING →CBS SAT. NEWS-  
SCHIEFFER

AVERAGE AUDIENCE (Hhlds (000) & %)	{			3,190														
SHARE AUDIENCE	%			3.6	2.9	*		3.8	*		4.0	*					4,250	
AVG. AUD. BY 1/4 HR	%			11	9	*		12	*		12	*					4.8	
	%			2.7	3.0		3.7	3.9	4.2		3.9						12	
																	4.8	4.9

**NBC TV**

(1)

← ANHEUSER BUSCH GOLF-SAT.  
(4:51-6:00)(PAE) →NBC NIGHTLY  
NEWS-SAT.

AVERAGE AUDIENCE (Hhlds (000) & %)	{				4,080													
SHARE AUDIENCE	%		7.8	*	4.6		4.6	*		4.6	*						5,940	
AVG. AUD. BY 1/4 HR	%		24	*	14		14	*		14	*						6.7	
	%	7.9	7.7		8.0	5.1	4.7	4.4	4.5	4.6							17	
																	6.7	6.8

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	9.0	10.0	10.8	11.7	10.1	10.5
SHARE AUDIENCE %	28	31	34	35	29	29

**SUPERSTATIONS**

AVERAGE AUDIENCE	2.1	2.6	3.3	3.7	3.4	3.5
SHARE AUDIENCE %	7	8	10	11	10	10

**PBS**

AVERAGE AUDIENCE	1.6	1.8	1.9	2.0	1.7	1.5
SHARE AUDIENCE %	5	6	6	6	5	4

**CABLE ORIG.**

AVERAGE AUDIENCE	5.7	6.4	6.9	7.1	6.7	6.1
SHARE AUDIENCE %	18	20	22	21	19	17

**PAY SERVICES**

AVERAGE AUDIENCE	3.5	3.6	3.1	2.7	2.7	2.7
SHARE AUDIENCE %	11	11	10	8	8	7

U.S. TV HOUSEHOLDS: 88,600,000  
(1) NBC MAJOR LEAGUE BASEBALL, NEW YORK METS VS HOUSTON, (PAE), NBC, (1:46-4:51)

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.3	7.0	7.8	8.9	10.6	11.7	13.4	14.8	16.8	18.8	19.7	20.7	21.7	22.6	22.8	24.0	25.4	26.3

**ABC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

**CBS TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES  
(SUS)

SUNDAY MORNING

FACE THE  
NATION

2,920																		
3.3	2.8	*					3.5	*				3.6	*	2.5				
16	15	*					17	*				16	*	10				
2.5	3.1		3.4				3.5		3.6			3.5		2.4		2.7		

**NBC TV**

AVERAGE AUDIENCE {  
(Hhds (000) & %)  
SHARE AUDIENCE %  
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,420																		
1.6	1.3	*			1.6	*			1.9	*	2.2							
11	11	*			11	*			10	*	11							
1.3	1.4		1.6		1.6		1.9		1.8		2.1		2.3					

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

	1.8		2.4		3.3		3.8		5.1		6.5		7.1		8.1		9.5
AVERAGE AUDIENCE	27		29		30		27		29		32		32		35		37
SHARE AUDIENCE %																	

**SUPERSTATIONS**

	0.5	^	0.9		1.3		1.4		2.0		2.6		2.2		2.3		2.9
AVERAGE AUDIENCE	7	^	11		12		10		11		13		10		10		11
SHARE AUDIENCE %																	

**PBS**

	0.1	v	0.4	^	0.7	^	1.1		1.2		1.2		1.2		1.4		1.3
AVERAGE AUDIENCE	1	v	5	^	6	^	8		7		6		5		6		5
SHARE AUDIENCE %																	

**CABLE ORIG.**

	1.6		2.1		2.8		3.4		3.8		3.9		4.2		4.9		4.8
AVERAGE AUDIENCE	24		25		25		24		21		19		19		21		19
SHARE AUDIENCE %																	

**PAY SERVICES**

	1.2		1.3		1.2		1.6		2.2		2.4		3.0		3.0		3.5
AVERAGE AUDIENCE	18		16		11		11		12		12		14		13		14
SHARE AUDIENCE %																	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.5	27.5	27.8	28.5	28.6	28.9	27.5	28.5	28.8	30.0	30.2	30.1	31.0	31.1	31.5	32.5	33.4	34.3

## ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{	2,840				1,330													
%	3.2	3.1 *		3.2	* 1.5													
%	11	11 *		11	* 6													
%	3.0	3.3	3.2	3.3	1.6	1.4												

U.S. OLYMPIC  
TRIALS: BOX IN  
(3:00-5:00)

2,300																		
2.6																		
8																		
2.2																		

## CBS TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

## NBC TV

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

SPORTSWORLD

3,630																		
4.1																		
13																		
3.3																		

INDEPENDENTS  
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE  
SHARE AUDIENCE %

10.8																		
40																		

## SUPERSTATIONS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.6																		
13																		

## PBS

AVERAGE AUDIENCE  
SHARE AUDIENCE %

1.7																		
6																		

## CABLE ORIG.

AVERAGE AUDIENCE  
SHARE AUDIENCE %

5.0																		
19																		

## PAY SERVICES

AVERAGE AUDIENCE  
SHARE AUDIENCE %

3.0																		
11																		

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	34.4	34.5	33.9	34.3	34.2	34.9	35.0	35.8	37.5	37.9	38.9	39.1						

**ABC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

U.S. OLYMPIC  
TRIALS: BOXIN  
(3:00-5:00)

MUTUAL OF OMAHA SPEC

ABC WRLD NEWS  
TONIGHT-SUN

	2.9	3.0	3.2	3.3	3.2	3.8	4.4	4.8			6.1	6.3						

**CBS TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

CBS SPORTS SUNDAY  
BUDWEISER BOXING/TOUR DE FRANCE

CBS EVENING  
NEWS-SUNDAY

	3,280										5,230							
	3.7										5.9							
	11										15							
	3.7										5.6	6.1						

**NBC TV**

AVERAGE AUDIENCE  
(Hhds (000) & %)  
SHARE AUDIENCE  
AVG. AUD. BY 1/4 HR

{  
%  
%

ANHEUSER BUSCH GOLF-SUN.  
(4:00-6:36)(PAE)

NBC NIGHTLY  
NEWS-SUN  
(6:36-  
7:00)(PAE)

	4,340										4,520							
	4.9										5.1							
	14										14							
	4.4										4.8	5.2						

**INDEPENDENTS  
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	12.8	13.2	13.8	12.5	11.6	11.6												
	37	39	40	35	31	30												

**SUPERSTATIONS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	3.7	3.7	3.9	3.2	2.8	2.7												
	11	11	11	9	7	7												

**PBS**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	1.2	1.5	1.4	1.8	1.5	1.4												
	3	4	4	5	4	4												

**CABLE ORIG.**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	5.9	6.0	5.7	5.3	5.8	5.9												
	17	18	16	15	15	15												

**PAY SERVICES**

AVERAGE AUDIENCE  
SHARE AUDIENCE %

	2.9	3.0	3.0	3.2	2.7	2.2												
	8	9	9	9	7	6												

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN  
FOR CHILDRENS PROGRAMS

SATURDAY, JULY 09, 1988

PROGRAM NAME	START TIME	DURATION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18		UNDER 12		UNDER 6
				AA%	(0,000)	AA%	(0,000)	AA% (0,000)
ABC WEEKEND SPECIALS (R)								
1.00PM	30	ABC	4.4	149	5.0	124	4.4	71
ALF-SAT MORN								
10.00AM	30	NBC	9.8	332	11.2	281	13.6	217
ALL NEW POUND PUPPIES								
8.30AM	30	ABC	4.1	139	5.2	130	5.9	94
ALVIN AND THE CHIPMUNKS								
10.30AM	30	NBC	10.4	353	12.5	313	14.6	233
ANIMAL CRACK-UPS								
12.00NN	30	ABC	4.6	155	4.8	119	4.7	74
BUGS BUNNY & TWEETY SHOW								
11.00AM	30	ABC	7.7	260	8.6	216	8.3	132
DENNIS THE MENACE								
11.30AM	30	CBS	7.4	250	8.7	218	7.9	126
FLINTSTONE KIDS								
11.30AM	30	ABC	6.4	216	7.1	177	6.9	110
FOOFUR								
12.00NN	30	NBC	4.8	161	5.2	130	6.3	101
FRAGGLE ROCK								
11.00AM	30	NBC	8.3	280	9.8	245	11.5	183
GALAXY HIGH SCHOOL								
12.30PM	30	CBS	6.8	232	8.3	206	7.2	115
GUMMI BEARS								
8.00AM	30	NBC	4.1	137	4.3	108	4.8	76
HELLO KITTY								
8.00AM	30	CBS	2.5	85	2.9	72	3.3	53
I'M TELLING								
12.30PM	30	NBC	3.6	121	3.5	87	4.3	69
LITTLE CLOWNS-HAPPYTOWN								
8.00AM	30	ABC	2.4	80	3.0	74	3.6	57
LITTLE WIZARDS								
9.30AM	30	ABC	6.1	207	7.5	188	8.1	129
MIGHTY MOUSE								
10.30AM	30	CBS	7.0	236	8.5	212	8.2	131
MUPPET BABIES I								
8.30AM	30	CBS	4.5	153	5.8	144	5.9	94
MUPPET BABIES II								
9.00AM	30	CBS	6.6	223	8.6	214	7.8	125
MUPPET BABIES III								
9.30AM	30	CBS	7.9	267	10.0	249	9.9	157
MY PET MONSTER								
9.00AM	30	ABC	5.5	187	6.8	170	7.5	119

**SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN  
FOR CHILDRENS PROGRAMS**

SATURDAY, JULY 09, 1988

PROGRAM NAME	START TIME	DURATION	HOUSEHOLDS WITH ANY CHILD:						
			NET	UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)	
NEW ARCHIES	11.30AM	30	NBC	7.1	240	8.0	199	8.5	135
PEE WEE'S PLAYHOUSE	10.00AM	30	CBS	9.1	309	11.5	286	12.1	192
POPEYE & SON	11.00AM	30	CBS	8.0	271	9.6	240	9.1	145
REAL GHOSTBUSTERS I	10.00AM	30	ABC	8.1	274	9.4	234	9.3	148
REAL GHOSTBUSTERS II	10.30AM	30	ABC	9.1	309	10.5	261	10.6	169
SMURFS I	8.30AM	30	NBC	6.5	220	7.6	189	8.8	140
SMURFS II	9.00AM	30	NBC	8.2	278	9.3	232	11.2	178
SMURFS III	9.30AM	30	NBC	10.9	368	12.4	309	14.4	229
TEEN WOLF	12.00NN	30	CBS	7.2	244	8.7	217	7.8	124

UE: 33810

UE: 24940

UE: 15920

INTAB: 1217

INTAB: 902

INTAB: 569

**EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:**

IFR - BELOW MINIMUM INTAB STANDARDS

<< - BELOW MINIMUM RATING STANDARDS

LT - BELOW MINIMUM PROJECTION STANDARDS